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10 Secrets for Getting FREE Advertising

By Catherine Franz

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The opportunities for getting free advertising for your product or services are only limited by your imagination and energy. There are so many proven ways to promote without cost it's truly mind-boggling! Here are ten proven methods.

1. Write an article relating to your area of expertise and submit it to all the publications and media dealing in that range of interest. Become your own promoter and writer. Get the word out by establishing yourself as an expert on that topic and "tag-along" everything you write with a reference box listing your address for a catalog, dealership opportunity, or more information.

2. Write shorter articles for the Internet and send them to broadcast houses free articles. (These are known as "media-matching medias.") Here are a few sites to get you started:

<http://www.IdeaMarketers.com>

<http://www.addme.com>

<http://www.ezinearticles.com/>

http://www.web-source.net/syndicator_submit.htm.

3. Become a guest on as many radio, television talk shows, or interview-type programs as possible. (Actually, this is easier to accomplish than most people realize!) Write a letter to the producer of the talk show, and then follow up with an in-person visit or telephone call. Your initial contact needs to emphasize how your product or service would be of interest to the listeners or viewers of their program

– perhaps even saving them time or money.

4. Post your advertising circulars on all the free bulletin boards in your area, especially the libraries, grocery stores, and beauty and barbershops. Don't discount the idea of handing out circulars to all the shoppers in busy shopping centers, at bus or metro stops, and malls, especially on weekends. You can also enlist the help of students to hand out circulars.

5. Print your product or service's promotional ad on the front or back of your envelopes or other people's envelopes.**

6. Send programs announcements on post cards. Shop for maximum size at minimal price. Use both sides for information leaving half of one side for the addressee's information.

7. Check the publications that carry the kind of advertising you need and is compatible with your product/service. Many new mail order publications offer low rates to first-time advertisers; a free-of-charge insertion for prepaid issues; or special seasonal ad space at reduced rates. In addition, there are a number of publications that will give you Per Inquiry (PI) space – an arrangement where all orders come in to the publication -- they take a commission from each order, forward to you for fulfillment, and send you a check for the balance.

8. Ask about "stand-by" space. This means, you submit your ad and the publication holds it until they have unsold space, and then at a savings of 33% or more, you can insert your ad. Check all local suburban and neighborhood newspapers for these opportunities.

9. Do you publish any kind of catalog or ad sheet? Get in touch with other publishers and inquire about bartering an advertising exchange. They run your ad in their publication in exchange for you running a comparable size ad for them in yours.

10. Advertise a free offer. Simply run a print or electronic ad offering a free report of interest to most people or to a particular target market . Announce it in the "tag-line." Alternatively, include the report as a bonus

for their purchase. The objective is to convert the largest percentage of responses into sales, which is usually done with a "tag-line" inviting the reader to ask for more information or a free report.

Unleashing your imagination and have a powerful force working for you to help increase your sales.

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Secrets We Keep From Those We Love

By Timothy Cole

Everyone keeps a few secrets from a husband or wife, boyfriend and girlfriend. And people keep their secrets for a lot of reasons. Often people are embarrassed or they are fearful of a partner's hostility or possible rejection.

And research shows that it is in one's best interest to keep some things private, especially when partners or spouses are likely to respond poorly to the truth. Being rejected, scorned, or stigmatized does not help any one work through a serious issue.

But, keeping secrets can also be harmful.

Keeping secrets often prevents people from dealing with the problem at hand. Keeping secrets leads to increased stress, anxiety, and it often makes people think about the issue (event or topic) more frequently.

For instance, people who have a secret crush on someone often dwell on their feelings more than people who are able to talk about their feelings out in the open. More often than not, keeping something secret makes it seem more important than it really is.

Likewise, revealing secrets is very helpful when it is done right; that is, in a safe, non-judgmental environment. Revealing secrets can reduce stress, it helps people let go of an issue and think about it more clearly.

If a secret is bothering you, it really does help to get it out – as long as people don't respond negatively or use the information against you.

In fact, research shows that the simple task of writing down a secret, even if no one ever reads it, makes people feel better. Writing a secret down reduces stress – it is cathartic.

With this in mind, we have created a place where people can anonymously reveal the secrets they keep. Maybe you will find that letting go of one of your own secrets is helpful and not so embarrassing after all.

Article by Timothy Cole, PhD. Take a look at the secrets people keep from their romantic partners at

<http://www.truthaboutdeception.com>



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