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**8 Ways To Advertise, Promote & Market Your Business For Free**

By Michelle Cobbs

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We all are looking for ways to advertise, market and promote our businesses cost effectively. I have come up with 8 ways to do just that all for free. In fact most of these methods can be set up from the comfort of your own home.

What could be better, your clients are coming to you but you are not jumping at the chance, when you should let them know what you do. I'm sure you have heard of all of these, you may be using a few of them if not all. They are not new, nor are they some sort of secret.

1. If you work outside of the home as many of us do as well as running a home business, you can post your business cards, post cards or flyers on your company bulletin board where company news and events are displayed. Before doing this, be sure to check with your HR department first.

2. Are you involved in any school Fund Raisers, you can use this to also let others know of your home business. Before handing out your orders make sure you insert your information about your business, name, email and website so they can get more information.

3. Most of us have answering machines or voice mail, what could be a better way to market your business than to have a brief message as part of your greeting. With your website address or email address so that caller's can learn more about your business. Add a little twist to your greeting by changing it once a week. This is a great way to promote all promotions and specials you are running.

4. You can cover a lot of ground handing out flyers, post cards or what ever you want from the comfort of your home. This one is easy, its summer time so many of you are having barbeques with friends and family. Make sure everyone knows what you are doing, how you can be reached everything. At the end you will give out your flyers, post cards or business cards; the goal is for no one to leave without this

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information.

5. With online banking taking over many of you may not be able to use this tip to its full potential. Inserting your business card in all out going mail, this is what utility companies do every month. We all have electric and Cable or Satellite TV why not follow there lead. Start stuffing today...

6. If you have children in school, this is a good idea. You can promote you business at PTA meetings, and Parent Teacher Conferences. This is a great time to not only meet, greet and network with other moms.

7. Post ads, flyers and cards on bulletin boards at the supermarkets, community centers, and local businesses. Many businesses have a jar or box that you can put your cards in when you visit. Check

your local area for a Staples or OfficeMax store I have seen different promotions when they are offering businesses a chance to win prizes all you have to do is leave your card.

8. Tell everyone you know what you are doing, ask him or her to tell others. Networking is a powerful form of marketing. Call your friends and family ask them what they are doing while you tell them what you are doing. Work together; promote each other as long as you are not doing the same thing. If you are why not join forces, Joint Ventures are hot online who said you couldn't do them offline as well.

In conclusion, this is a partial list of what you can do to market, promote and advertise your business. Each of these can work for online and offline businesses. This is an on going process, you too can come up with many more ways to get you business out to the public.

### **Time Wasters and Energy Suckers**

#### **By Dianne Salmon**

Stop wasting your time and having your energy sucked dry! What do I mean by this statement? You're all over the internet trying to find out where to promote that new business you entered into, or trying to promote your own business. You've been told by so called experts to promote your new business to free classified ad sites or FFA pages.

They even told you that you will get a ton of traffic to your new site. And you will have 100's or even 1000's in your downline if you advertise your business this way. "Keep at it," they say, and within a couple of weeks you will see exponential results.

So you follow their advice. Night after night you come home from work and advertise your business to free classified ads and FFA pages. You just know that sooner or later your efforts will pay off.

And then reality hits like a ton of bricks! You've been advertising your business for two months now. To your dismay you find that you don't even have one lead or one referral.

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What you might have though if you upgraded to the PRO version of the FFA submission is a credit card bill. The bill can be anywhere from \$20.00 to \$40.00 US dollars.

What you definitely do have is your email client filled with tons of counter ads. So what's the best way to advertise your new business?

Submit articles to ezines and promote your business with the help of others. This is the most cost effective way to promote your business. All it costs you is the time to write your article, and you don't receive a ton of counter ads in your inbox.

If you like this article and know of someone who may benefit from it, please feel free to forward it to them.

Dianne Salmon is the author of Time Wasters and Energy Suckers, and is the owner of

Dianne offers free tips advice and information on starting, growing,

and expanding your internet business. Subscribe to the Choice Resources newsletter by sending an email to "<mailto:Dianne@choiceresources.com>"

Time Wasters and Energy Suckers  
Offline Promotions For Your Home Business  
10 Ways to Advertise Your Business For Free!  
Advertising Options on the Internet  
7 Basics to Look for in a Work at Home Business

Starting a Successful Retail Business  
PPC Profits  
147 Killer Epublishing Strategies  
Instant Info–Product Business  
The Great Big Book of Internet Marketing



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