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Cross Promotiion Techniques That Work

By David Hudson

Cross promotion is not a new idea. It has been used by businesses for a very long time. For

example, a real-estate company may promote a certain lawyer to close a sale. In turn, the lawyer will promote that agency in his firm. The system is somewhat similar to the primitive barter system where people traded items rather than using money. But how can anything primitive fit into the online world of Internet Marketing? Very easily!

A cross promotion is, simply stated, the trading of ad space. Instead of paying for advertising space on a site, you simply place someone else's business ad on your page and your ad on theirs. There are many ways to use cross promotions in your internet business that can equate to effective and cost efficient advertising.

One way is to use link exchanges. This is very effective when considering cross promoting with a company that is similar to yours. However, you should avoid linking to a page that is in direct competition with yours. One of the biggest pluses for using link exchanges is that some search engines are factoring in hits from the sites that are linked to your page when determining the ranking. Therefore, linking to a more popular site can not only increase your advertising and traffic, but also your search engine ranking.

When customers or potential customers subscribe to your ezine, you can use this as an opportunity to use cross promotions. On the same page that the customer subscribes to your ezine, make available the opportunity to subscribe to another company's ezine. You can even exchange ad space in ezines and provide recommendations for those with whom you cross promote. You may even want to exchange column space in one another's ezines.

Writing free articles that inform customers or potential customers with information that is useful and accurate can create a reputation for you and your business. Readers will quickly come to know you as an expert on that subject. In these articles, the author uses a byline to help promote his site. Bylines are yet another way to use cross promotions. You can use part of the space in your byline to recommend someone else's product.

Cross Promotiion Techniques That Work

If you have been considering writing an ebook, a joint venture could mean increased profits for you and the person you are partnering with. Cross promotion through ebooks is an excellent way to allow for a wider topic and promote both your business and your partner's business. The ebook should contain information that will benefit both businesses but remain helpful to the reader. A good example of using cross promotions through an ebook is a site selling used video games partnering with a site selling gaming devices: two subjects that would interest the same reader and most likely lead the reader to both sites.

You should keep in mind that the recommendations you make are a direct reflection of you, so choose your' cross promotional businesses carefully. Also keep in mind that it would be nice as a shopper to be able to link from one site to another as a way to "shop around". Also, never link or recommend a site that's in direct competition with you, since this is not usually beneficial to you. Instead, recommend those that are similar, such as health and life insurance.

David Hudson can help YOU start your own profitable business on the Internet within the next 24 hours...To learn more, visit:

<http://www.dreamsr.us/pips.html>

or

<http://www.googlebaycash.com>

Cross Cultural Communication Consultants

By Neil Payne

Cross cultural communication consultants have come a long way in the short period of time such specialists have been in demand. No longer are they expatriates with a few years overseas experience and the capability to impart their knowledge onto others. Cross cultural consultants now bring expertise that is founded upon a number of key factors.

Cross cultural consultants generally have a broad knowledge and experience of two or more different cultures. This knowledge is then employed to assist companies and individuals overcome challenges brought about through cross cultural differences in business. Areas in which assistance is needed may range from relocation briefings to company mergers or management techniques. The ability to diagnose and treat cross cultural problems is developed through their experience in a number of different fields.

Academic Knowledge

Cross cultural consultants will generally have an academic background either in specific courses such as `Cross Cultural Communication and Trade' or `Cross Cultural Psychology' or in related courses such as `International Relations' or `Business Studies'. Their studies will equip them with the academic skills

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and knowledge of the field that will later be applied in the business context.

Business Know-how

It is critical for cross cultural consultants to have considerable business experience. If this is lacking then academic knowledge is not usually sufficient to understand the mechanics of business operations. In order to understand how things work and the different challenges facing managers and staff it is critical to have experienced it first hand.

Training Experience

Through courses and practical experience a cross cultural consultant will have knowledge of training techniques. This will include communication skills, presentation methods, the use of activities and utilization of different technology and media.

Living Abroad

Experience of living abroad, mixing with different cultures, speaking different languages and working in foreign offices is vital for any cross cultural consultant. Without having been exposed to a different culture how can one advise on working effectively with that culture? It is important that this emersion in the target culture has been to the extent that the cross cultural consultant can totally empathise with the culture and understand its dynamics.

Speaking a Foreign Language

Language carries with it cultural coding. All experts, commentators and linguists are unanimous that without knowledge of the language the culture can never be appreciated. A cross cultural consultant will therefore have this insider knowledge not only through living and working in a country but also by using and understanding the language.

The complexity and diversity of cross cultural challenges in the international business world is reflected in the broad knowledge and skills of cross cultural consultants. Drawing on expertise gained through a variety of interrelated fields, the cross cultural consultant is now truly a specialist of great importance.

For more information on the field please visit

<http://www.kwintessential.co.uk>

Neil Payne is Director of London based cross cultural communications consultancy

<http://www.kwintessential.co.uk>

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Cross Cultural Communication needs...

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