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**Discover 7 Powerful Ways To Grab Free Advertising**

**By Shahnaz Rauf**

Discover 7 Powerful Ways To Grab Free Advertising by Shahnaz Rauf

Make a search on MSN for the word "directories" and it turns up a list over 27261 long – and some of the excellent submission list sites are not even listed here. Now come on do your math...If you could get your site mentioned in just 1000 of these directories and you get only 1 visitor from just 50% of these sites everyday...Hey you have 500 free targeted visitors everyday!

Imagine what this could mean for your sales and cash flow. Yes...this could be somewhat time consuming but is well worth the effort. For you will not only harness the raw power of directories but also your link popularity will increase. This may result in a better positioning of your site in the search engines and even more traffic.

Did I mention in one of my previous articles that there are so many simple yet really surefire ways of getting guaranteed targeted traffic to your website? To get you started here is a list of 7 distinct directory categories:

1. Add your site to the DMOZ open directory and it will ultimately appear on partner sites which use the open directory data - Google, Hotbot, AOL, DirectHit etc...And getting into some of these sites might just give you a strong nudge in to Yahoo itself. <http://dmoz.org/add.html>

## 2. E-book directories

<http://www.free-ebooks.net/>  
<http://www.ebooksnbytes.com/>  
<http://www.jogena.com/ebookdir/ebookform.htm>  
<http://ebooks.searchking.com/>  
<http://www.ebookssubmit.com/>  
<http://www.ebookdirectory.com/>  
<http://makingprofit.com/mp/ebooks/directory.shtml>

## 3. Ezine directories

<http://www.freezineweb.com/>  
<http://makingprofit.com/mp/efp/directory.shtml>  
<http://www.marketing-seek.com>  
<http://ezine-universe.com/>  
<http://www.list-city.com/ezines.htm>  
<http://ejournal.coalliance.org//>  
<http://www.ezinesearch.com>  
<http://www.ezinesek.com>  
<http://www.infojump.com>

## 4. Article Directories

<http://makingprofit.com/mp/articles/>  
<http://www.ezinearticles.com>  
<http://www.ideamarketers.com>  
<http://www.marketing-seek.com/articles/submit.shtml>

## 5. Freebie Directories

<http://www.freeforum.com/>  
<http://www.freebiedirectory.com/>  
<http://www.edealfinder.com/>  
<http://www.freeoninternet.com/>  
<http://www.thefreesite.com/>  
<http://freebiesforwomen.com/>  
<http://www.freebonanza.com>

## 6. Business Directories–

Almost every country has it's own online business directories or yellow pages where you can usually get listed for a small fee and even get a top listing easily.

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<http://www.home-business-central.com/>  
<http://www.landoflinks.com/>  
<http://linkwomen.com/>  
<http://www.businessknowhow.net/>  
<http://www.infospace.com/info/index.htm>  
<http://www.smartpages.com/>  
<http://www.yellowpages.sympatico.ca>  
<http://www.usyellow.com/yellow/default.asp>  
<http://www.bizweb.com/>

### 7. Specialized subject directories–

Women, beauty, textiles, medicine, hotels, tourism etc... You name the subject/niche of your business and there is a directory for it – You just need to

ferret it out. Use the search engines such as MSN, Yahoo, AOL etc.

Shahnaz Rauf Author. For PowerfulMarketing tactics, Incredible articles, Freecustomizable viral ebooks, And High Impact copywriting. Visit The House Of viral E-books at<http://www.snzeport.com>

## **80% of All Advertising Is Wasted Due To This Common Mistake**

**By John Jantsch**

You're flipping through this publication as you wait for your latte, when suddenly you decide to stop and read an ad. What made you stop? I'll bet it was an attention grabbing headline.

It is a scientifically proven fact that 5 times as many people read headlines as read the body copy of an ad. So with the headline, an advertiser has spent about 80% of their advertising dollar. It doesn't take a genius to realize then the headline is the most important part of any ad.

Yet, most small business advertising is wasted for lack of an effective headline or, worse yet, no headline at all. Don't make this same mistake.

The headline is the first thing that your reader or prospect sees when they open your letter, browse a magazine, or flip your postcard. In that moment, (about 3 seconds) your reader decides whether or not to read any farther.

So first and foremost, any advertisement you produce must have a headline and your headline must grab your reader's attention immediately. If you don't grab them by the throat and hold them right away, you never will.

## Discover 7 Powerful Ways To Grab Free Advertising

Writing powerful headlines takes some hard work but it can be done if you follow some simple guidelines.

1. Your headline should give the reader a reason to stop and read now instead of later - a carefully chosen word or two can create urgency
2. Your headline should communicate something the reader considers valuable - they need to be able to justify the time spent reading your ad
3. Your headline should scream how you might offer something that is unique or at least interesting
4. Your headline should point to something very specific for the reader - use facts and how to's

Using these points as a guide to create your headlines allows you to create headlines that hook your reader quickly, offers them a benefit they want, and gives them a reason to read on.

Never use boring, conventional or overused statements and never use a headline to trick your reader into looking on.

### Attention Getting Power Words for Your Headlines

Look at powerful headlines and you will see that many contain one or more of the following words that sell.

Discover Easy Free New Proven Save Results Introducing

At Last Guarantee Bargain Easy Quick Sale Why How To

Just Arrived Now Announcing

Start off by writing some headlines that clearly communicate your promise, benefit or USP. Then look for ways to make them even more powerful by adding a power word or two and checking if they contain at least 3 of the guidelines provided above.

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John Jantsch is a marketing coach and creator of the Duct Tape Marketing System. You can get more information about the Duct Tape System and download your free copy of "How To Create the Ultimate Small Business Marketing System in 7 Simple Steps" by visiting

80% of All Advertising Is Wasted Due To This Common Mistake

Does this Headline "Grab" Your Attention?

Remember The Heroes How To Think Like A Power Marketer And Skyrocket Your Income!!

Is Ezine Advertising Still Worth?

How to use Ezines to make sales

Build Your Own Mail Order Empire

Power Profits Autoresponder Course

147 Killer Epublishing Strategies

Money Saving ideas

30 Powerful Business eBooks



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