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**Free Advertising on the Net**

**By Cas Amato**

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Website promotion is fast becoming one of the most debated subject amongst Internet marketers. There are many ways to promote your web site. Some choose opt-in lists, some banner advertising, others choose reciprocal links or ezine advertising.

However, one method which is often overlooked is writing an article and submitting it to various publications. This is, in fact, an amazing, no-cost, way to obtain great publicity for your company, Web site, or organization. And all it takes is a little bit of effort and the information about where and how to get the article published.

Today there are over 300,000 online newsletters and "ezines", and their numbers are growing daily. They cover virtually any topic you can think of, ranging from working at home, to parenting, to genealogy.

But the best part is that most of them rely on outside contributors for their information. In fact, many ezine publishers are only too pleased to receive quality content. Consequently, they need experts (and you are an expert on something, aren't you?) to provide short articles, tips, and advice to their readers. And we're not talking major treatises or giant tomes here. generally, about 500 – 600 words is sufficient, and many ezines publish articles as short as a paragraph or two.

Usually, you won't get paid a penny for your contribution. However, because the publication will run your signature box (which includes your name, company, web site address, etc.), you'll end up getting dozens or even hundreds of leads every time your article runs. That's dozens or hundreds of new visitors to your shop, Web site, or publication. For free!

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So, why don't more people use article submissions to gain traffic? After all, if you hit the right chord with the readers, you'll find most of them making a bee-line for your site. One of the main reasons is probably because we think that we are not good writers. But, therein lies the beauty of the 'Net – we do not have to write literary prose – we are supposed to write at third-grade level. The Internet has its own language and vocabulary, and it does not matter if we write as we talk. As long as our message gets across to the reader, it really doesn't matter if our grammar goes astray from time to time.

Another problem is that people do not know what to write about, or think that have no expertise. But, everybody is an expert in something, right.

And, if you're looking for inspiration, then take a look around you. Have you received any interesting emails today? Did you visit any good web sites? have you read any articles that you totally disagree with? You have? Then, write about it!

Writing articles and getting them published means is that you are bringing visitors to your site based on your skills and knowledge, not the graphic skills of your banner designer. And what can be better than receiving an ezine in you mail that contains an article YOU have written?

So, start compiling a list of publications that you can submit your articles to, start writing articles about topics you have experience with, and start submitting. It is the absolute cheapest way to get qualified traffic to your site.

### **Can It Be? Is There Advertising People Actually Love?**

**By Scott Rauber**

Can it be???

Is there advertising that people actually love?

You bet there is! And you are already very aware of it. The type of advertising I'm referring to is promotional items, also known as advertising specialties. It's anything a company would put their logo and contact information on, and then give away. They are used by many businesses all over the world to help maintain, and increase the amount of business they do with their customers every day.

Why do people love it? Because we view the item more as a gift from the giver instead of an advertising tool. Have you ever been handed a logoed scratch pad, coffee mug, pen, coaster, calendar, etc. and then said THANK YOU? Of course you have. We all have.

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When you accept it, an emotional (almost an obligation to do business with) type of attachment is created in you. A kind of warm & fuzzy feeling if you will. For a long time they'll remember the gift you gave, and in order to show their appreciation to you, almost instinctively, they'll try to do more business with you. That's the secret behind this type of advertising!!!

And that's why it's The ONLY type of advertising people love. AND it'll work powerfully for you too!!

The next time you're pondering ways to increase your business, consider using promotional items.

Scott Rauber , Biz Promo, LLC  
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Scott Rauber

In the business of helping business get more business. Has started several businesses over the past 15 years and is now focusing on helping others succeed in business. Master in finding prospects using little or no money!

Can It Be? Is There Advertising People Actually Love?

Free Ezine Advertising On Steroids!

Traditional Advertising Can Not Work, Find out what's happening.

The net-domain – backbone of the web

Free and Low Cost Website Promoting Tools

Fax Reaper Pro Software

My Online Friends – Dating Website Script

Email Spider Software

30 Powerful Business eBooks

IP Ad Websender – The Ultimate Promotion Tool



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