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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Getting The Word Out

By Dave Barrett

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You've finally done it! You've read the how-to manuals, taken your first steps on the way to financial independence and set yourself up with an Internet business. You have your product, started an account to accept credit cards, registered your domain name, and set up your website. So why aren't web surfers flocking to your site to buy your product?

As with any business, the key to success is advertising. You may have the best product anywhere, but if no one knows about it, you'll never be able to get it off the ground. This is especially true on the Internet. With a "brick & mortar" business, you may get by if you have a great location that gets a lot of foot traffic regardless of how much you advertise. On the internet, however, if you don't advertise you won't get any hits at all.

The good news is, there are many different ways to get the word out about your site, some for free. The bad news is not all of them work. The most popular form of advertising on the Internet is through the use of banner exchanges. This kind of advertising may have been effective in the past, but today it is perhaps the least effective way to advertise.

The biggest downside of banners, aside from the fact that they have very low click-through rates, is that many of the exchange programs force you to place a reciprocal banner on your site.

This is a bad idea for two reasons. First, it cheapens the look of your site, and second, you have no control over what your

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customer sees. Besides, you should never give your customers an opportunity to click away from your site before they've made a purchase.

Another popular form of free advertising is placing classified ads on FFA (Free For All) pages and Safelists. Don't be fooled, these methods of advertising are little more than ineffective spam generators. Most people who sign up for these pages don't even use their regular email addresses. They create dummy accounts for the sole purpose of receiving the spam that inevitably floods their email box as a result of signing up for these lists. The truth is, almost no one actually reads the posts to these lists. The time it takes to submit to them could

be spent much more productively.

If you have a little money to spend on advertising, you will get better results much faster. Just be careful where you spend your advertising dollars. Buying direct hits to your website may sound like a good option, and it will definitely get you traffic, but it's not targeted and will result in few, if any, sales.

Some people try using email lists purchased from a list broker. Unless you're sure the list you're mailing to is 100% opt-in, don't take the risk. Make no mistake about it, this is spamming and it can get you into big trouble.

So what does work? Ezines. Ezine advertising is generally accepted as the best way to advertise on the Internet. Right now there are thousands of ezines that will accept outside advertising, many of them for free. While a vast majority of ezines only have a small subscriber list, if you advertise in enough of them it is possible to get your ads out to thousands, if not millions of people.

You can also take out solo ads with some of the larger Ezines. This has the advantage of direct mail, but without the spamming. Because the subscribers have opted-in to the list, they're much more receptive to your ad. Remember to keep a log of which ads you placed in which ezines, so you can track the effectiveness of your ads.

Getting the word out about your product or website isn't difficult when you know where to advertise effectively. Find some ezines related to what you're selling and place some ads. With the right ad, your website will get all the traffic you

could want.

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10 Easy Spelling Rules to improve your spelling by 100's of times!

By Sacha of home-school-reading.com

Are you a good speller? It is hard to help your child with spelling if you have a hard time with spelling yourself. At the same time, if you are a great speller, it can be difficult to understand why your child is not a great speller.

What you'll find in this section is a listing of some spelling rules you and your child can learn, some links to free spelling sheets on the web and more.

1. Do you change the words you use when you write because, you might not spell the word correctly?
2. Would you be mortified if you sent correspondence out without spell checking it?
3. Could you live without a spellchecker?

If you answered YES to the first two questions, or NO to the last question, you your spelling has much room for improvement!

If you learn these 10 basic spelling rules, you can spell literally thousands of words!

1. E Ending Rule:

When a base word ends with an E and you add an ending that begins with a vowel, drop the E. Go to the Free Spelling Worksheet that teaches this spelling rule.

2. The CVC Rule:

When a word that is 4 letters or less ends CVC, and the next ending begins with a V, you must double the final vowel. $CVC + V = CVCCV$

3. The Vowel Changers:

When the letter Y or the letter W is at the end of a word, it acts like a vowel letter.

4. The Flighty Y Rule:

When a word ends Consonant and a Y (C+Y) and you ad an ending there must be an I in the word. Either the Y changes to I (C+Y+___ = C+I+___) or the ending has an I and it becomes (C+Y+I = C+Y+I).

5. Plural Rules:

To make a regular word plural, add a "S" If the word ends in the letter S, Z, X, SH, or CH, or a "C+Y" add an "ES"

6. The Disappearing E Rule:

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When a word ends with a W, and you add the ending EN, drop the E.

7. The Appearing AL Rule:

When a word ends with "IC" and you add the ending "LY" it must become "ICALLY"

8. Double the Fun Rule:

When the ending of a word is a short base CVC rule, follow the CVC doubling rule.

9. The ION Rule:

When a word ends in ION, another form of the word may end in OR.

10. The Exception Rule:

Every rule has an exception, so, don't be surprised if you find a word that doesn't follow these rules. . . but most of them do!

Sacha Luria-Smith has been recognized for her teaching success on National Public Radio and Disney radio. She has also taught middle school in Oakland, CA. She is the author of the website <http://www.home-school-reading.com>.

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Abiding in the Word

Using Brainstorming to Find Keywords

F-E-A-R in the Job Search!

Applying the Word is Power

Over 185 Delicious Italian Dishes

Money Making Flashy Designs in a Box

The Ultimate Ad Tracking Tool

100 Instant PDF Templates

111 Egg Recipes



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