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100% Effective Natural Hormone Treatment
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HOW TO BUILD AN ONLINE AUDIENCE ON A VERY LIMITED BUDGET

By Craig Lock

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I find that writing articles based on my own knowledge and life experiences is the best means of internet marketing. In other words, you are **BRANDING** yourself. Writing down information (valuable), that can inform and most importantly, **HELP** others through **SHARING**.

A few words of advice here...

Just write in your own **UNIQUE** and distinctive style – what comes naturally to you. Be yourself in your writing and you will find that the words will flow. Use your individual area of expertise (and/or interests) to help others through sharing your unique knowledge and experiences of the magical journey that is life.

Then submit your articles to relevant ezines in your area of interest or expertise, and/or publishers resources – lists like Shelley Lowery's Article Announce, Mike Valentine's Free-Content, Angela Giles-Klocke's TheWriteArticles, PromoteYour Article and Free-eContent. All very useful lists, that we regularly use.

Their web adresses are:

http://www.egroups.com/group/article_announce
TheWriteArticles@yahoogroups.com
<http://www.yahoogroups.com/group/Free-Content>

Also,
Publisher Network: publisher_network@egroups.com

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PromoteYourArticle@yahoogroups.com
Free_eContent@yahoogroups.com
and finally ArticlePublish@yahoogroups.com.

They are all an excellent source of information and many ezine publishers source relevant articles from these lists. Sometimes even ezines with huge readerships pick up articles.

I believe that this strategy is the most effective form of TARGET MARKETING... that get's us the best results on a very limited advertising budget (like most start up home online businesses)... and best of all it's BRANDING oneself through free advertising.

A few final words to summarise...

Why not start WRITING ARTICLES for the www and see what happens...transpires (nice word, eh?). You DON'T have to be a "professional" writer to write articles. You know more about the subject matter (based on your past knowledge and experiences) and especially YOUR business. It doesn't matter whether you have never written anything before, just make a beginning.

"Be bold and unseen forces come to your aid."
(that is one of my favourite quotations – story of my life!).

Progress in life is accomplished by doing the basics right – the "little chores day by day". Success is never instantaneous – in any field of endeavour. For a while it may appear as if you are not making a noticable difference through your substantial efforts (in time and dedication put in). However, just keep "chipping away" at your online marketing long enough and I can assure you, you WILL get noticed with web traffic...even though it may take awhile. The key to internet marketing success is PERSISTENCE – taking the small steps daily and making them HABITS. Ingrained...like writing articles!

This whole business of internet marketing has been one long learning curve for us over the past five years – seeing what works and what doesn't... like the lessons of life itself.

Finally...

Just make a beginning. Take that first step and you'll find that one step naturally leads to the next.

As the ancient Chinese proverb so wisely said:

"A journey of a thousand miles starts with a broken fanbelt and a leaky tyre... er sorry, a single step".

Good luck with those first few steps in writing articles for the www (without a broken and leaky pen) and ENJOY the journey.

10 Steps to a GREAT Newsletter

By Claire Cunningham

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A newsletter can be a wonderful, economical way to communicate with prospects, customers, employees or distributors. Just follow these ten easy steps for newsletter success.

- 1) Define Your Audience — Who are you publishing for? Clients (customers) - present, past and prospective? Employees? Your audience will define your content.
- 2) Set Objectives — Create a solid foundation for your newsletter by writing down what you want to achieve.
- 3) Plan Content — What interests your audience? Build your newsletter around whatever that is. Plan content at least half a year at a time. You can make changes along the way.
- 4) Establish a Budget — Newsletters can be cost effective, but they're not FREE. When you set a budget, consider start-up as well as ongoing, per-issue costs.
- 5) Decide On a Schedule — Like any new habit it takes time to establish a pattern for a newsletter. But DO establish a pattern. Your reward will be consistent readership.
- 6) Select a Name — Your "baby" needs a name. Choose something simple and relevant.
- 7) Develop a Design — Determine format and length. Then select a simple design - and stick with it.
- 8) Assign the Task of Writing — Designate a good writer, editor and proofreader - people who'll respect your deadlines and tone.
- 9) Build Your Audience With Promotion — There are lots of ways to build internal or external

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readership. Use them.

10)Keep It Going -- Plan ahead. Maintain your schedule. Be disciplined.

Don't be afraid to call in help if you need it. Once you start the newsletter habit, it's important to stick with it.

About the author Claire Cunningham, president of Clairvoyant Communications, Inc., has 20+ years'

experience developing and implementing successful marketing and communications programs. Sign up for Claire's monthly newsletter, *Communique*, at <http://www.clairvoyantcommunications.com> Claire can be reached at 763-479-3499 (Fax: 763-479-2809, e-mail: claire@claircomm.com)



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