

How to Promote Your Small Business Without Spending a Fortune!

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**How to Promote Your Small Business Without Spending a Fortune!**

**By Glen Smyth**

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Through starting my own small businesses, I have learnt that what the marketing books tell you is not necessarily always appropriate for your business idea.

Let me illustrate by highlighting some of my mistakes!

**MISTAKE NO. 1: Don't get sucked into traditional advertising**

Many who start their own business, immediately think of some of the more traditional forms of advertising.

They rush out and put an expensive advert in their city newspaper, purchase advertisements on the radio, or even invest in TV commercials!

I've made this same mistake!

When launching a new product I believed my best option was to put a full page advert in a popular financial magazine. Their statistics told me that 150,000 people read this magazine every month. Even if I only got a 1% response that would equate to 1500 sales!

Well either I had a bad ad, or my ad was too far into the magazine, or it was just a dumb ego-driven idea, but I spent \$7,000 for this ad which was supposed to launch my product into super-stardom!

Do you know how many sales I got from this ad? TWO!!!!!!!!!!

Can you imagine the wave of depression that swept over me! \$7,000 for two sales! That was \$3,500 for each sale - and my product only cost \$100 each!

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**MISTAKE NO. 2: Don't spend money just `building your image!'**

Traditionalists will say that you are building your brand and image - but I say that's garbage!

When you're a young, small business struggling to cover your basic costs, you can't afford to just `build your image!'

Every advertisement you run should pay for itself and make you money - otherwise don't bother!

Imagine if you employed a salesperson who never made any sales. Would you excuse them and say - "It's okay - You're building my image!"

Of course not - you'd fire them and get somebody else that could give you a profitable return on your investment.

**MISTAKE NO. 3: Don't spend a dollar unless it makes you three dollars!**

What's a good measure of a profitable return?

A recently read about a young guy who has an online business and he explained that for every \$1 he spends on advertising he expects a return of \$3. One dollar for his ad, and two dollars clear profit!

But can you do even better than that?

There are many strategies you can use to generate business for very little up-front costs.

Here's a list of low-cost ideas you can apply to your business promotions:

Email Marketing - whether you send one email or 5000 emails the cost is the same! Make sure you only use names of people who have `opted in' to your list to avoid spam complaints!

Develop joint ventures with other small businesses Eg. Imagine what a Video Store and Pizza shop side by side could put together with a joint promotion?

Learn how to write your own press releases and create free advertising for your business

Provide a low-cost incentive for your existing clients to refer you to their friends Eg. 10% off their next purchase from you

Create your own email newsletter (ezine) and provide useful tips and information to your market

Can you incorporate Ambush Marketing? Eg Turn up at major crowd events and advertise your product or service.

Turn your car into a Mobile advertisement with signage or stickers

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Use your personal adventure exploits as media opportunities. Eg Richard Branson and his hot air ballooning. (It doesn't have to be quite as big - but you get the idea!)

Make your building or premises an advertising sign for your business

Write articles for your local community newspaper on your area of expertise

Become the expert for your local or regional radio station with a short, weekly segment

Make your service so sensational that you become 'dinner party conversation' amongst your clients

Join your local business association and network among other businesses.

Be creative!!

Glen Smyth is the author of the popular new eBook, 'The Small Business Success Guide'. Discover how you can build your own profit-pulling small business, starting today:

. Make sure you also sign up for the WOW! Factor

Newsletter which is full of great ideas from other Small Business owners!

### **Two Steps To Online Success – Get The Right Opportunity, Promote It Big**

**By "Scott C. Johnson"**

Most people don't make much money online. I've talked to countless intelligent, hard-working folks who tried, but gave up after accomplishing very little. But don't give up too soon.

There are really only two things you need to make money online. Unfortunately, most of us have to try a lot of things and pay a lot of dues before figuring out just what those two things are.

Most of us find or create a business opportunity, then try to promote it using various methods. Invariably, even though we may be spending a good chunk of change in our promotion effort, we aren't promoting nearly enough. There are a LOT of people pushing businesses online. If you want to get noticed and start making sales, you simply HAVE to promote BIG.

Instead of reaching a few hundred here and a few thousand there, you need to promote to MILLIONS, even BILLIONS of people in billions of places.

Ridiculously big? Not at all. Think of major corporations like Coke or Chevy. They've got their advertising in newspapers, on TV, on race cars, on business signs, on stickers, and hundreds of other places world-wide. Now that's promoting big. To sell big, you've got to promote big.

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But how does the average person even begin to marketing on a large scale without mortgaging their house and winning the lottery? These days the Internet is coming to the rescue. One count of the number of ad sites is well over one billion. If you can create software to count the sites, you can also create a way to automatically submit ads to all those sites -- and that is exactly what some have made available.

Of course, the 2nd requirement for making money online is to choose the right business. Selling the same old items in the same small ways simply won't bring you more than a trickle of income.

Pick a business that sells the online audience what they really want and need. I'm reminded of the woman who started selling small items on eBay. She did ok, but soon found she was one of millions selling the same things. So she switched to selling the packaging all those millions needed to ship their items. Soon she was selling so much packaging she had to rent a warehouse and hire 10 employees just to keep up with demand. She made a LOT of money just by selling something everybody in her crowd wanted and needed.

Keep those two simple points in mind -- pick the right business, then promote really big -- and you'll find your online profits quickly reach your expectations.

Scott Johnson is an online entrepreneur who has tested and collected some of the very best business opportunities and BIG promotion methods ever assembled. See his method for earning an income in just 3 hours at

Reach Scott at

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