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Internet Marketing– The Two Faces of FREE

By Paul White

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by: **Paul White**

'FREE' is the reason people are successful, and make a fortune marketing on the internet, yet 'FREE' is also the reason 90% of people fail miserably!

It is all to do with your approach to your business and your careful use of 'FREE' things.

You will never make any money placing your own ads on other people's FREE classified sites and/or FFA links, even if you have submission software.

And you will never make money with just a FREE self replicating website.

This is the point when most people give up. But you must realise that you will never become rich for FREE.

You must invest initially in a professionally designed webpage/site and place links to your programs. You will then be able to promote your own unique website, and people can click on your programs once they visit you, and see everything you are offering.

Mix up the programs you are promoting on your website. Some can be FREE, but others should have cost you something to start up. If you introduce a thousand people for example, and all of you just get a FREE self replicating website, then no one makes any money!

Once you have a good professional looking website set up, and you have a reasonable advertising budget to work with, which you know you can comfortably afford to spend each week, then you are ready to exploit the other side of FREE!

It is your customers, and potential customers, who need to be given FREE things.

Internet Marketing– The Two Faces of FREE

Don't make the mistake of thinking that customers are sitting at their computer screens, with their mouse in one hand and their credit cards in the other, surfing the net to spend their hard earned cash on anything or everything they see.

You have to earn your customers respect to get money from them, and the best way to earn respect from a customer is to give them something for FREE.

To get them to sign up for your newsletter or ezine then offer them lots of FREEBIES.

There are now so many ezines around that they need to have a reason to subscribe to yours.

And keep them subscribing! I offer new daily FREE software and FREE E-books to all my own subscribers.

Even more important is to offer FREE things on your website to get your visitors there in the first place.

Placing an ad that reads 'Buy this amazing widget at my site...' will attract just a fraction of the visitors that an ad reading, 'View details of this amazing widget and get FREE entry into our \$25,000 weekly drawing, FREE software, FREE ebooks and FREE grocery vouchers worth hundreds of dollars!....'

Yet all of these Freebies, and thousands more can be found quite easily by yourself by surfing all of the FREE sites, and collecting what you think will be suitable for your own visitors.(Just type in the word 'FREE' into any search engine for a huge list of sites.)

Also visit lotto and competition sites for suitable FREE games you can include on your site.

Also offer even more Freebies as an incentive for your customers to buy products from you. For example, 'Buy this widget from me by midnight tonight and I will also give you 10 FREE adverts in our ezine.'

And apart from giving away FREE ads in your ezine, also have a FREE classified ads section on your own website where people can place their ads. Again you will find them flocking to your site to do this.

So there you have the two faces of FREE, one is ugly and one is beautiful!

To ensure success just make sure that you know which face is which!

Paul White is a 42 year old former teacher. He now helps people all around the world to become wealthy online. Whatever you are selling, visit the popular site:

and if

you subscribe to Profit Mountain's FREE wealth building newsletter, you will also receive FREE advertising for the next 12 months! (Worth \$200!) as well as loads of other things!

The "Secret" is in "The List" . . . Just not the one you think!

By Linda Offenheiser

The "Secret" is in "The List" . . . Just not the one you think! by Linda Offenheiser

Internet marketing is about more than running a business and earning money. It's about the people you meet and the friends you make along the way. It's about the sense of community and the sharing of ideas, challenges and solutions. It's about belonging.

Sometimes we get so caught up with the little daily irritations that we fail to see the bigger picture. Yeah, there's way too much junk mail. Yes, it's frustrating when someone refuses to answer a desperate plea for help. Sometimes the autoresponder either goes on strike or works overtime sending out duplicate messages.

All those things are part of doing business on the net. It can be very trying and sometimes you just want to tear your hair out. And, on really bad days, you even consider walking away from all the frustration and stress, the long hours in front of the monitor, the specter of spam complaints. You're ready to quit!

What usually happens when you're about as low as you think you can go? You get a hilarious joke from another publisher or one of your subscribers tells you what a good job you're doing. One of your Internet friends reminds you of your successes. Maybe another friend happens to send you an inspiring article just when you need it most.

Then you finally understand; the Internet, with all of its annoying little habits, has given you a new family. These are people you would never have met if not for Internet marketing. Many of them have no faces or voices but they reach out from your screen and touch you with their kindness, their help and support, and, most of all, their friendship.

These people come in all shapes and sizes and from all parts of the country and the world. Some of them are colleagues, some of them are clients and some of them are service providers. All of them are people who add a very special dimension to your life. Their value can't be measured in dollars and cents but they add untold riches to your life experience.

Much better than software, free reports or ebooks, these people are the true bonuses you receive from Internet marketing. Some of them give you the courage to reach for your dream. Others inspire you with their unique perspectives. Still others add their special touch of fun and camaraderie. Each of their gifts enriches your life many times over.

So the next time all those petty irritations threaten to undo you, remember that the true secret of Internet marketing really is in "the list". But it isn't the number of people on your email list ~ it's the list of people who have become your friends and allies; those people who help you keep everything else in perspective, the people who make the Internet feel like home.

When you count your blessings, don't forget them.

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