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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

Online Marketing: Five Fun Ideas that Increase Traffic

By Catherine Franz

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1. Using Hidden Links to increase subscribers or for a contest. Place a not so easy to find link in your copy and then ask people to find it. Give them a prize or freebie for finding it. Or you can give them the ebook after they find the link and click on it. By burring it inside the material, they will definitely need to read it carefully in order to find it.
2. Have unique information? Start a member-only web site or ezine. Tell subscribers what they will receive for joining. Offer free memberships in exchange for something you want.
3. Use viral marketing by increasing awareness about your product or service on discussion boards or blogs? Exchange your product or service with others who mentioned you on specific boards or blogs. You will need to track all these, so you will want to keep it simple.
4. Help others set up an instant article directory. Offer your articles to be posted on their web site. This works well for others who do not write. It also creates links and increases search engine status for both of you.
5. Create a book web site. You can do this in lieu of offering a free ebook. Market it as a free web book. The term is seldom used and builds curiosity. Design the web pages with a title page, table of contents, chapters, etc. Then place your ad or banner for your product or service on

the top and bottom of every page.

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One-hour Marketing Solution

By Maria Marsala

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There are people who have found ways to market with integrity and have lots of fun, too. If this describes you, then skip this article! Other people would rather be doing anything else – even getting a tooth pulled (well almost) – instead of marketing. If that describes you, then start marketing 60–minutes each day.

Now, I'm not talking about creating forms, business cards, etc. Instead, take 1 hour each day and "really" market. First use that time to design a marketing plan (review your business plan for some ideas). Make sure that your plan includes many enjoyable ways to market or ways you think you'd enjoy. Do I hear lunch? Next, spend one hour per day conducting any type of marketing! Or spend the equivalent of that time – 2 afternoons per week or whatever way works for you – as long as it equals 5 hours per week.

Over time, you too will realize that marketing is fun. Without realizing, your marketing time will automatically begin to increase. Remember, if you get stuck... go to the web or your local bookstore and check out "marketing" information. There are rows upon rows of "how to market" books. So, keep in mind, you can market your way, market with integrity, and have fun, too.

Use the books below to investigate fun ways to market:

~~"Guerrilla Marketing Handbook" (or any guerrilla book) by Jay Levinson and Seth Godin

Lots of inexpensive and great ideas to build a marketing foundation and see what enjoyable methods you can add to your marketing plan.

~~"Selling The Invisible: A Field Guide To Modern Marketing"

Online Marketing: Five Fun Ideas that Increase Traffic

by Harry Beckwith

Especially good if you market a service vs. a product.

~~"The Portable Coach: 28 Surefire Strategies for Business and Personal Success" by Thomas Leonard

Marketing using the 28 principals of attracting people and business to you.

~~"Permission Marketing: Turning Strangers Into Friends, and Friends into Customers" by Seth Godin and Don Peppers

~~"Integrity Selling: How to Succeed in Selling in the Competitive Years Ahead" by Ron Willingham

~~For other recommended business foundation books, visit <http://www.coachmaria.com/businessbooks.html>

~~For marketing ideas, read some low-budget marketing articles such as... <http://www.coachmaria.com/articles.html>



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