

Promote your business and get paid to do it!

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**Promote your business and get paid to do it!**

**By Cathy Goodwin, Ph.D.**

**Promote your business and get paid to do it! by Cathy Goodwin, Ph.D.**

How can you gain credibility and exposure for you and your business, reach a motivated audience, develop a far-flung network, hone your presentation skills — and get paid to do it?

Many writers, artists, speakers and entrepreneurs have found an answer: they teach classes in adult education programs.

Adult education is big business. In the new century, "change" is a hot topic and learning is no longer confined to traditional degree programs.

As people want to grow their careers and enrich their lives, specialized programs have evolved to reach this market.

Some teaching venues require at least a master's degree.

Others allow you to share your unique skills, from designing brochures to tarot reading. Temple University's continuing education program has offered a half-day class taught by a cleaning lady. The subject? Speed cleaning.

If a target market exists for your business or if you have knowledge that people can use on the job, chances are a target market exists for you in the world of adult education.

By entering this world, you can demonstrate your skills to a receptive audience, meet some terrific people, learn more than you expected and even have some fun.

Teaching requires more than a good speaking voice and a knowledge-filled brain. Every minute you are in the classroom, you are marketing yourself to your students. You must keep students involved for up to eight hours.

Since the average adult attention span is about fifteen minutes, you have to design exercises, activities

## Promote your business and get paid to do it!

and questions. You have to deal with the unexpected. Students will arrive late, ask off-the-wall questions and challenge your expertise. Occasionally, students will be rude, insulting or even abusive.

Most people who teach find themselves exhausted after even a short class, yet also exhilarated. Teaching can be a high when everything goes well. The secret of successful part-time teaching is to identify your purpose in teaching and fine-tune your skills to your target market. You want to reach students who are also potential customers. If a school features astrology and visualization, your course on finding the lowest mortgage rate won't fit, unless you advise people to consult the stars to meet their financial goals.

People who have added teaching to their promotional toolkit report finding success and fun along the way. One public relations consultant gets forty percent of her clients from adult education classes. A writer has developed a secondstream of income and a never-ending source of ideas. The opportunities are available to almost anyone, anywhere.

### **Time Wasters and Energy Suckers**

**By Dianne Salmon**

Stop wasting your time and having your energy sucked dry! What do I mean by this statement? You're all over the internet trying to find out where to promote that new business you entered into, or trying to promote your own business. You've been told by so called experts to promote your new business to free classified ad sites or FFA pages.

They even told you that you will get a ton of traffic to your new site. And you will have 100's or even 1000's in your downline if you advertise your business this way. "Keep at it," they say, and within a couple of weeks you will see exponential results.

So you follow their advice. Night after night you come home from work and advertise your business to free classified ads and FFA pages. You just know that sooner or later your efforts will pay off.

And then reality hits like a ton of bricks! You've been advertising your business for two months now. To your dismay you find that you don't even have one lead or one referral.

What you might have though if you upgraded to the PRO version of the FFA submission is a credit card bill. The bill can be anywhere from \$20.00 to \$40.00 US dollars.

What you definitely do have is your email client filled with tons of counter ads. So what's the best way

Promote your business and get paid to do it!

to advertise your new business?

Submit articles to ezines and promote your business with the help of others. This is the most cost effective way to promote your business. All it costs you is the time to write your article, and you don't receive a ton of counter ads in your inbox.

If you like this article and know of someone who may benefit from it, please feel free to forward it to them.

Dianne Salmon is the author of Time Wasters and Energy Suckers, and is the owner of

Dianne offers free tips advice and information on starting, growing,

and expanding your internet business. Subscribe to the Choice Resources newsletter by sending an email to "mailto:Dianne@choiceresources.com"

Time Wasters and Energy Suckers

Viral Marketing for Subscribers / ePublications 2004

Actually Working to Make Money on the Internet

About Affiliate Commissions

What You Need To Know Before Joining Affiliate Programs

GET PAID TO SHOP AND ENJOY FREE HOLIDAYS! – By Avril Harper

Software Empire

The Gurubuster Doubler

Gate Crash into the Interior Design Industry.

Ebook Authors Interviewed

Promote your business and get paid to do it!



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**