

Searching for Free Marketing Tools? You Already Own the Best There Is!

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**By Art Luff**

**Searching for Free Marketing Tools? You Already Own the Best There Is! by Art Luff**

When you first logged on to the Internet, Did you have a clue as to the education that you were going to get?

I didn't!

It didn't take long for me to realize, "This would be No overnight rocket to Internet stardom."

I also had reservations about being able to learn all this new stuff!

At times I would become almost overwhelmed with terminologies that were as foreign to me as a proposition in nuclear physics.

After all, I'd been a construction worker for the past 25yrs. What ever gave me the idea that I could trade in my Hard Hat for a shot at Internet Marketing?

The answer to that question: "Because I knew I could and because, above all else, I wanted to."

Like most of us I spent countless hours on the Web. Searching for effective ways to get my site noticed. Trying everything that seemed to make sense to me.

I went the route of free classified sites, ffa link sites, banner exchanges, link exchanges, and spent a few bucks trying the automated software to submit to those sites. There wasn't exactly a flood of traffic to my site. Although I really had no way of knowing what kind of traffic I was getting since I didn't do any ad

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tracking back then.

I did an awful lot of reading and discovered that I could get Free subscriptions to online publications that were just jammed with useful information.

Ezine/Newsletter editors and publishers that freely shared their knowledge and expertise with those that would read their publications.

I subscribed to many. There were some that were extremely good and some not so good. After a time It occurred to me, there seemed

to be a consensus among them about effectively promoting your site.

Writing Articles!

Now don't jump right up and say, "I can't do that!" or "Jeez I don't even have a High School Diploma!" or any of a thousand excuses we can come up with that keeps us in our Comfort Zone.

We all know something about something.

If you've ever told a story.

If you've ever told a joke.

If you've ever rehearsed a conversation in your head that you were going to have at a later date.

If you can fog up a mirror. :-)

**YOU CAN WRITE AN ARTICLE!**

With a couple hundred thousand online publications out there, what you have to share, will affect someone.

Will your first article be perfect? Lord No!

Will everyone read it? Probably Not!

Will there be room for improvement? Sure!

Will we ever be equal to the Big Authors? Why not? With time

and practice anything is possible.

A paradox that I hold on to is:  
What We Give Away We Get to Keep!

Build relationships with people.

Don't be an anonymous, faceless  
image behind your computer monitor.

Give your name out whenever possible.

Always introduce yourself when contacting someone for the first  
time.

Let people get to know you. Go On Take a Risk!

Share willingly and freely with your fellow travelers and Success  
will surely Be Yours.

Yours in Success  
Art Luff

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We've helped over 80,000 others to profit on the Internet...  
And now – after a lot of fine tuning – you have the perfect  
Internet Marketing System at your disposal. You can profit  
from it the day you start with the very same techniques that  
all the \*Big-Guys\* have been hiding from you!"  
[http://www.roibot.com/w.cgi?R19306\\_MnM](http://www.roibot.com/w.cgi?R19306_MnM)

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## **True Web Searching Tools For Business "Turf"!**

**By Claude Jollet**

Searching for specific business related information on the Web, using specialized high precision  
searching tools, can "Turn Up Real Finds (TURF)"! But, where do you find the business specific tools  
you need? How can you tell if you are getting the most that can be expected from the Web? Here is  
how I solved the problem.

An Expanding Universe Of Information

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There are more than 56 million Web sites out there, and the number is growing every day. This means billions of Web pages and trillions of words. The WWW is fast becoming a universe.

Now, every Web surfer will search the Web for something, often many times per day. Some will spend hours searching and often end up not quite finding what they were looking for.

In spite of the increasing power of the search engines, the keyword expressions we use (one to three words, on average) only manage to scratch the surface of what is available out there on the Web.

The amount of information we get back is often overwhelming, and only vaguely relevant. When we try to refine our search ... we often find that we have drifted away from our goal.

This situation is annoying, when not downright frustrating.

### Information Is Vital To Business

You cannot run a business, any size of business, with search tools and methods that give such uncertain results.

>From brainstorming ideas, to identifying the competition and investigating legal issues, you need fast, reliable access to verifiable information you can count on.

Obviously, you need more than whatever you can extract from general purpose search engines.

### Tools To Mine The Web

You and your business need a web searching tool set designed specifically to find the business information you need in a timely, effective, and efficient manner.

The good news is that these specialized search tools already exist. Yes, they are all available on the Web. New ones even pop up almost every week! Most of them are freely accessible too!

The bad news is that there are hundreds of them ... and they are not all equally reliable or easy to use! Sure, you can find them yourself ... given time and determination. You can test, and learn how to use each one, personally. During this time, you will be learning a lot about Web searching ... and about the depth of your resolve!

Meanwhile, this self-imposed apprenticeship will not let you attend to business as you should.

I let the experts spend their time and energy on finding and testing Web searching tools. They have their own reasons for doing that kind of work. I am not in the business of finding and testing tools. Besides, I do not have the expertise, nor the time.

By supplying me with fully tested and approved Web searching tools for my business, they win my respect and patronage. I win precious time, which I spend taking full advantage of the information

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gems I discover using their best Web searching tools. My business is well fed with the highly focused, and reliable information it requires to grow safely.

That's what I call taking care of business. I can truly mind my own business, because the Web searching tool set I use can definitely "TURF"!

Claude Jollet is a former planning advisor to major industrial and commercial clients. He specialized in weather related operational planning issues. He holds a B.Sc.A. specializing in business process analysis and automation. He now devotes himself to the promotion of entrepreneurship on



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