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**Tactics for advertising your Home business**

**By Jorge Manuel da Silva**

Tactics for advertising your Home business

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When you start a home based business, it is essential to gain an edge over other competitors offering same products or services in the market. In order to attract customers to your site you will have to promote your site through advertisements. If you do not advertise, you will end with nothing done. Even though there are great range of products in the market, new products and service are conceptualized day by day. Even if the quality of the product or service you offer is the best, it will not gain attention from the customers. Without advertisement, there will be no sales and no revenue. This is the reason why the companies spend millions of dollars over advertisements. A product, which is not advertised, can easily get lost in the competitive market.

The small-scale business establishments, personal trades and home businesses are often under constraints of advertisement budgets. However, it need not always be so because, nowadays advertisements that are both inexpensive and expensive are available to your choice and needs. The basic idea is to get the attention of the public. Nowadays there is a definite trend for digitalization. You can create a domain with an attractive dot.com and file your site to free web directories. This can add great value to the products and services you are offering.

One effective method for advertising home based business on the Internet is to try Shared advertising. Here you need to find out people who are also in need for product exposure at least expenditure, and merge your advertisement along with their product. This method gives definite benefit as long as you differentiate your product well from the others. This method of advertising can be less expensive. Here you can be convinced that any surfer to come to visit the other product or service will definitely have a look at the one which you offer. Shared advertisement is very common on the Internet as they appeal to the same target audience. The more advertisers you share with, greater the exposure of your product.

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The Internet has become the best choice for people to conduct business. There are many cost-effective methods for advertising through the Internet. Effective advertising methods are essential for promoting a product on the Internet because here the customers cannot virtually see and feel the product. Using banners with good designs can prove effective. Well-designed banners can attract more attention from the customers and provide credibility to the product. Advertisement through ezines and blogs can also attraction the attention of the customers to a great extent.

Whichever method you follow, it is essential to see that the advertisements are clear and impressive. It should state all the qualities of the product in a clear and crisp manner to attract the attention of the customers.

To find the best home based business ideas and opportunities so you can work at home visit:

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Jorge Silva. Owner of the best home based business ideas and opportunities:

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### **Book Review - Guerrilla Marketing For Free**

**By Adam McFarland**

Sure, advertising is easy if you're Pepsi or Apple, but what if you don't have millions of dollars to throw at TV and print ads? Any business owner out there looking to cut their marketing budget should look no further than Guerrilla Marketing for FREE - Dozens of No-Cost Tactics to Promote Your Business and Energize Your Profits by Jay Conrad Levinson.

We've all heard examples of businesses that spend nothing on marketing and yet never seem to be lacking in customers (Krispy Kreme Doughnuts comes to mind), but how do they do it? On the first page of the book Levinson lets you know that it is possible to grow a business without spending a dollar on marketing, but that it takes a lot of energy and time. Each of the simple tactics the book discusses (there are 100) are deceptively simple and, according to Levinson, have proven track records.

All that you need to get started is a telephone, a computer, a printer, business cards, and access to the internet. After that you will not spend another dollar. Techniques range from the relatively obvious, such as "write a marketing plan" and "have a website", to not-so-obvious things such as "establish a referral program" and "get involved in your community."

Many of the tactics involve giving to receive. In addition to doing volunteer work in your community,

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Levinson suggests joining local networking groups, giving away your product for free to non-profit organizations and schools, and doing free presentations on your area of expertise to local organizations. Levinson's tactics will not just help improve your bottom line, they'll help you become a more altruistic entrepreneur.

If there's one downside to the book, it's that some of the techniques involving computers are outdated. For example, Levinson suggests advertising on free online classified sites. That may have worked years ago, but these days those sites are covered in spam and I doubt that any business would gain anything from listing on them. The book was written in 2003, so most of the techniques are still pretty valuable, but there's just a few that stand out as infeasible in 2006.

When reading *Guerrilla Marketing for FREE* by Jay Conrad Levinson, I found myself constantly putting it down and jotting down ideas that could help supercharge my business. Levinson truly invokes your creative juices. And the best part is that all of the techniques cost you NOTHING. This is a no-brainer purchase for all entrepreneurs and small business owners.

Adam McFarland owns iPrioritize (

<http://www.iPrioritize.com>

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