

Three NEW and UPDATED Ways to Advertise "F*R*E*E" on the

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By Catherine Franz

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The Internet is evolving so rapidly that what worked yesterday doesn't work any longer and what works today may not work tomorrow. Like you, I am always looking for new and exciting ways to get the word out about my products and services. I'm tickled pink when I come across a method that is effective, f*r*e*e, and gets results.

Here are three methods that I have tested for you already that have worked for me. They will take some effort and patience. Here are three methods that are still new enough to work effectively.

#1. Fly-In Pop-Up Ads. There were pop-up ads, pop-under ads, and now slide-in and fly-in ads. Fly-in ads literally fly in from the side of the screen and then vibrate before stopping in the middle. To your viewer, they can't do anything in their browser until they have closed the pop-up or clicked on the link. You really get your attention.

Fly-ins can be blocked. Like pop-up ads, which are frowned against by many marketers and not by others, this craze will last another 3-6 months. So jump on it while it's still hot and people get smart on how to block. They do work and they aren't as annoying because of their movement. AOL users are blocked from receiving these.

You need to decide whether you want to add this to your web site or not. There will always be a controversy on "whether to or not to" on the topic of pop-ups.

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There is very little information available on the how-tos for this. Here was what I was able to discover after a few hours of research -- to save you some time. I don't know if I necessary promote these, however, a good marketer presents the idea so you can make the decision. Because only you know you're business well.

Resources:

www.flyinads.com for more information and to receive the code f/r/e/e.

Here is where you can get the slide-in (different than fly-in) code created for you:

<http://www.slideinexchange.com/member.html>

#2. Classifieds in other Internet ezines. Many ezines offer f*r*e*e classified ads, usually in exchange for becoming a subscriber. You find these opportunities by visiting an ezine directory and search for ezines suitable to your product/service. Next, contact the ezine host accepting f*r*e*e advertising.

Here is a list of ezine directories to begin your journey:

<http://www.bestezines.com>

<http://www.ezineaction.com>

<http://www.ezineadvertising.com>

<http://www.ezine-dir.com>

<http://www.ezinelibrary.com>

<http://www.ezinelocater.com>

<http://www.ezine-marketing.com>

<http://www.ezinesearch.com>

<http://www.ezinesplus.com>

<http://www.ezinestoday.com>

<http://www.ezine-swap.com>

<http://www.ezine-universe.com>

<http://www.ezinepublisher.org>

<http://www.directoryofezines.com>

#3. New and unknown pay-per-click companies usually offer f*r*e*e ad campaigns as a bonus for signing up to increase their lists. It can be a big savings. Some campaigns work better than others do. It can feel like a bit of a hit and miss effort sometimes. It depends on what you want to

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market. Here are a few to start. This changes weekly, thus, some companies may have already converted over to pay only. You can find more with a www.google.com search of "'pay-per-click' and `free ad campaigns'":

Name/Value/URL

B2BSearch \$100 <http://b2bsearch.tv>

eTRiT \$100 – <http://etrit.com>

OhSpot \$50 – <http://ohspot.com>

Ban-x \$25 – <http://ban-x.com>

BBFind \$25 – <http://bbfind.com>

4PortalSites.com \$10 – <http://4portalsites.com>

CashDream \$10 – <http://cashdream.com>

a1max.com \$5 – <http://PayPerc.com/a1max/>

Bluemacs \$5 – <http://www.bluemacs.com>

Now you have three new f/r/e/e and effective advertising methods. Experiment, try them out and watch the sales and visitors come.

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STOP THINKING IN A BOX

By Pamela Geiss

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When advertisers on the Internet think about ways to advertise, they tend to think ezines, banners, text links, opt-in lists, guaranteed visitors, targeted leads, FFA pages, classifieds, etc. Now all these ideas are good and all work with various degrees of success. But what have they forgotten?

In order to be truly successful in advertising, you need to advertise "from both ends". For example, say you want to sell romance books on the Internet. Where are the places you should be advertising? First you should start with the ezines, opt-in lists, guaranteed visitors, targeted leads and even the FFA lists, but where else?

Think. Where else could you run into people who would be interested in these kinds of books? How about sites where people go to find a date? Contact these sites and see how much they charge for

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advertising. If your budget won't handle their charges, ask them if they will do an exchange with you – you advertise their banner on your site in exchange for their advertising yours. Or offer to give them a cut of any books they sell for you on their site.

Where else could you advertise? Try going to the online book stores and getting your books listed there or exchanging advertising with them.

Where else? Go to horoscope sites and see about advertising there. People who go to read their horoscope might also be interested in reading romance.

Where else? Look for stores on the Internet who sell romance items – candles, candy, wine, aromatherapy, etc.

See what I mean? Don't think in a box. Try to think of all the places people go who might be interested in what product you are selling. There are many, many more options available to you if you stop thinking in a box.

Pamela Geiss is the owner of the successful LotsaPerks Advertising Agency. She publishes a twice a week free newsletter. Visit her today at <http://www.lotsaperks.com>



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