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## Your Own \$2 Rolling Billboard

By Buster Klingemann

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Do you ever wonder how you can advertise your business more?

Have you ever thought about renting a billboard to advertise your website?

Have you ever checked into how much it cost to rent a billboard for one month?

Wow, they're very expensive. At least a couple thousand dollars.

Well here's a much cheaper way to let people know about your business, every where you go.

You can use you car.

Why not?

People are always on the go. And to get somewhere they usually have to take their car. So why not use your car, to do a little advertising?

Buses do. Taxis do. So can you.

You can buy one of those license plate holders with your web address on it. The ones that you put around your licence plate. But they're usually in such small print. How do you know if people can even see them?

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There's a much better way.

One that I guarantee you, everybody that passes you on the road, or sees you in the parking lot, will Know about your website.

Go to a local office supply store, and buy some of the white 2" stick on letters. They're usually only a couple of bucks for a whole package of different letters. For what you need, there should be more than enough different letters in one package.

Select the letters of your web site address. And stick em to the back windshield of your car. Be sure and put the letters up near the top of your windshield, so as to not block your view out the back.

Line em up nice and neat across the top of your back windshield... [www.yourdomainname.com](http://www.yourdomainname.com)

Voila...

Your own customized rolling billboard.

Now every time you drive somewhere, people will see your website. Plus every time you're parked at the store, at the mall, at the movies...

Your website will be getting more exposure.

I know this is gonna get you some hits to your site.

Because before long, people will start coming up to you and saying "hey, I keep seeing your website address, what's it all about?"

Bam, there's you an instant opportunity to tell someone about your business.

So for couple of bucks, you can advertise your website to just as broad an audience, as you could for a couple thousand dollars. What could be better than that!

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Buster Klingemann runs a successful online home business, and resides in Texas. For more details on how you can get started with him, for free. Visit his website at: <http://www.bukzonline.com>

## **Advertise With A Billboard**

**By Rachael Cleipher**

Are you looking to make a strong advertisement for your business, event or just for fun? If so, then you already know that there are a ton of ways to advertise. Surely you've considered using the internet, the phonebook, the newspaper or even perhaps sending out mass emails or mailers. Perhaps, however, you have not considered advertising with a billboard.

Advertising with a billboard is great for many reasons. First, and most obvious, is that a billboard is huge! No one can drive by a billboard without seeing it, and that is exactly the kind of advertising you need for an important message. People may be able to ignore a small flyer in the mail or even an add in the newspaper, but it is unlikely that anyone will ignore your billboard.

Another great reason to advertise using a billboard is that it is visual. People love visual. Billboards allow you to combine color, photography and graphics, and words. This combination makes for a powerful message that cannot be forgotten. You will be hard pressed to find another advertising avenue that has all of these elements for the public eye to see. No one has to surf the internet or purchase a paper to see your ad. Brilliant.

If you do decide to go with a billboard for your next advertisement, then do it wisely. Even the best marketing strategies can be horrible if they are done without care. So take time to think through the kind of billboard you want, the location that would be best for you, and the audience that you are trying to reach with your billboard. All of these details and more are vital to consider when you are trying to create the perfect billboard.

Realize now that you may not have all the skills it takes to properly advertise on a billboard. Don't be afraid to gather knowledgeable professionals and ask for their help. The more help you receive, the better chance you have of making a great and lasting impression with your billboard. Allow people to give you suggestions about how to market for a wider audience or about how to set your billboard apart from the countless amount of other billboards that line highways and roads.

Take your time, do the job well, and enjoy all of the benefits that advertising with a great billboard can bring to you and your company.

Rachael Cleipher has seen many great billboards her day. Unfortunately, she has also seen some forgettable ones. See more at

<http://www.billboardgroup.info>

for the sake of your business and learn

how to create a billboard that works.



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