

## How to Advertise Your Business-Go Online and Make Money Faster

Ok. It took you long enough but you decided to go for it and start your own business. That's great. But what do you do next?

In the old days you could choose to cold call or go door to door trying to sell your product or service. You could choose to hire advertising experts to create a flashy but expensive advertising campaign. Maybe you were one of those who used the postal service to mail offers and flyers about your company to the general public.

Fortunately, you no longer have to do any of this. With the evolution of the internet economies of scale have been created with respect to advertising costs that help the little guy compete with the corporate giants. With internet advertising not only do you make sales faster and therefore make money faster but you can cut your marketing expenses tremendously.

An essential component of your own business is putting up your own website, which is nowhere near as expensive as it used to be. If cost is a concern, there are a lot of businesses available today which have their own website and would love for you to join them. Caveat: Even if you join a business with a website, you want to be able to control your own customer lists so create either your own website or your own lead capture page which links to the site.

Lucky for you there are a lot of different marketing methods available over the internet. Yes, a lot of them cost absolutely nothing. Banner ads is one such method although it is not my favorite. You can now write and post numerous free ads on certain sites and research them before getting started.

It is always a good idea to give away free content to entice visitors to your site. The content must be interesting and useful to the reader. There are several ways to do this. Giving away free e-books that are short, simple and easy to read yet provide valuable content is a great way to attract customers to your site. Who doesn't like getting something useful and interesting for free? Another method which may work even better is to begin writing a regular free e-newsletter. Submitting periodic free newsletters online with a link to either your capture page or website will certainly bring more traffic to your site. And more traffic translates into more sales.

Most entrepreneurs are so focused on marketing their own product or service they often miss one of the best and most profitable strategies available on the internet today. I'm talking about affiliate marketing. What is it, you ask? Simply put, you sign up as an affiliate on certain other people's sites to refer their product or service to the visitors on your site. You can create an affiliate link on your site to several other sites and receive commissions when your traffic buys from the other site. Some people who visit your site may never become your customer but you can make money from them anyway if they buy from a site on which you are an affiliate. And what about the people who are already your customers? Who says you can't cross-sell more than one thing to the same customer?

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### About the Author

Billy Anderson III, JD, MBA, has started and run a number of successful businesses. He is currently among the top income earners on the internet. For more information please visit <http://www.createwealthwithbilly.com>.

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