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# **Killer Methods for Marketing Without Money**

**Insider Secrets for Making Money Fast!**

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# 7

## **Killer Methods for Marketing Without Money**

**STRAPPED FOR CASH? DON'T WORRY!**

Many business owners complain that they can't get ahead because they don't have a large advertising budget. Well, you may be surprised to know that marketing without money can produce **BETTER** results than throwing money around in 'random acts of marketing'. With that in mind, the following strategies can be very effective, despite not costing anything but your time.

# 1

## Post Comments on Other Blogs that Relate to Your Industry.

This is a powerful strategy for getting potential customers to visit your website. Here's how it works. When you submit your comment on a blog (which is just a variation of a website that allows interaction), you'll be invited to include your website URL. When someone reads your comment, if they click on your name, it'll take them over to YOUR website. Pretty cool, huh?

As an example, suppose that you're in the business of selling collectible posters. First, search Google for the phrase "collectible posters blog" to find blogs in the same niche. You can also go to blog directories such as **www.Technorati.com**, **www.AllTop.com**, and **www.BlogCatalog.com**. Look for the most popular blogs in your niche because they have more visitors to draw from.

Next, add an intelligent, helpful comment in response to a post (a post is simply a short article or commentary), and remember of course to include your website URL. In the future, when other readers of the blog see your comment, if they resonate with it, they'll click through to YOUR website to see what you have to offer on the subject.

Although it might be tempting to write a short sentence in your comment, remember that your comment is an opportunity to PROVE that you can provide value. That's why it's important to write something intelligent that adds to the discussion. Your aim is for visitors to the blog to read your comment and think to themselves, "this person seems interesting, I'm gonna' check out their website to find out more."





## Submit a Weekly Press Release to [www.PRLog.com](http://www.PRLog.com)

**PRLog.com** is a free submission service that'll broadcast your press release all over the Internet.

The most effective press releases are those that are either **(a) controversial, (b) tie in with topical news, or (c) arouse curiosity**. The most common pitfall with press releases is to write them like a sales letter. That type of press release will either be rejected or not get noticed. Instead, make sure it reads like a NEWS story you would read in a newspaper. Make it factual, and avoid hype.

There's a fine line between self-promotion and creating a sense of excitement, so you might need to get feedback from trusted friends. Of course, you always want to include your website URL and phone number in every press release.

What kind of topics can be covered in a press release? Well, a press release can be written for a significant number of events. For instance, if you've just launched a new website you could send out a press release explaining how the site is useful to your customers. If you launch a new service, a press release can be an easy way to encourage the curious to come and look. If you've added a new line to your existing offerings, a press release can alert your customers and potential clients to the good news. If you've won an industry award, a press release can help to instill a greater degree of trust in your company.

As you can see, a press release doesn't need to relate to a dramatic event, but the writing style should never be boring.

Format your release in easy to read, short paragraphs. Try to tell an interesting story, with specific details. Everyone loves stories! And don't forget to tailor the writing style to your audience. A press release written for lawyers should sound different to one that's for plumbers, obviously.

You'll learn a lot by reading press releases from other businesses, especially from press releases that obtain huge exposure. Examine what they did to create the buzz.

Your headline and opening paragraph should aim to grab the reader's attention quickly. Then, try and break down your message into the common questions like:

## Who, Where, Why, What, When & How.

Before releasing your release, get it proofread by someone you trust. You'll be surprised at what they pick up on, regardless of how good your writing skills are!



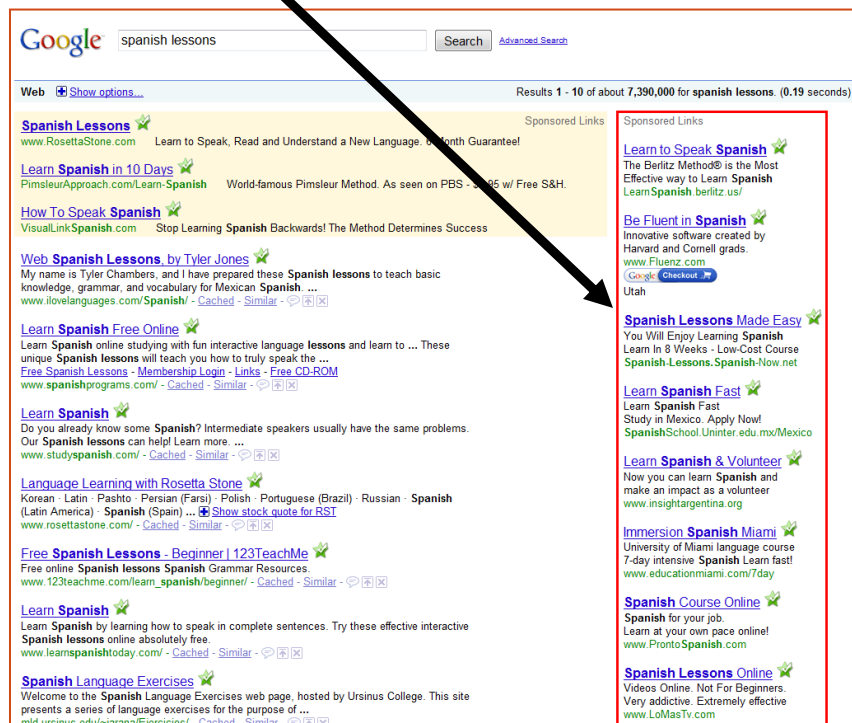
### Other Ideas for Press Releases:

- Revolutionary new product launch on your website
- Online seminar or course you're hosting
- A strange or funny story how your business started
- Announce your major sponsorship or contest giveaway
- Online survey results and statistics presented in the form of a press release
- Announce the recruitment of your new CEO
- A major joint venture with another company
- A new book being released on your website
- A fundraising event on your website

# 3

## Propose a Joint Venture Partnership with other Companies in your Niche...

...and split the profits of each sale with them. It's easy to find suitable candidates – simply do a Google search using keywords that relate to your industry, and then look at the ads on the right hand side of the page.



These paid ads prove that a company is willing to spend money promoting their product or service, so it'll be easy to persuade them to try a method of making money that doesn't require them to spend more money! Ideally call them on the phone with your proposal (suggest that they offer your product to their customers, in return for a substantial share of the profits).

Be friendly, and emphasize the merits of your product or service.

It may take you awhile to get through to the decision maker. Be patient and persistent, without being a pain.

Here's an example of how you might format a letter to a potential joint venture partner in a local market:

Dear X ,

I have a rather unusual proposition for you.

My name is {Your Name} and I'm a {your occupation} right here in {your city} since {date you opened}. During this time I've been lucky enough to serve {#} {customers/families}.

Recently I was thinking of a way to market my {business/practice} in a cost-effective manner. I realized I could do something that would be an excellent opportunity for you to gain enormous goodwill from your {clients/customers} while we both benefit.

I am in the position to let you give away a very valuable service from me which will greatly endear your clients to you - without costing you a dime.

Let me explain.

I would like to send a letter coming from you giving your clients a coupon for a free {product/consultation/service} with me. During this time I'll {explain benefits of free gift} This service normally costs {\$xxxx}.

It would be perceived as a great thank you gift from you!

And it will not cost you anything or take any of your time. In fact, I will pay 100% of the costs involved (postage and printing etc). Plus, I'll write the entire letter for you and you can have complete editorial control of it.

Please remember, this will in no way take away or be competitive with your services. I just figured it would make an excellent gift you can give away to your clients for their business and a way for me to get more people into my {business/practice}. There are no strings attached and your clients have no obligation to ever use my {product/services} again.

If this sounds like a good idea (and it really is), I'd be happy to give you a free {product/consultation/service} so you can see for yourself how great this {product/service} really is.

Please call me at {xxx-xxx-xxxx} and I'll explain everything in full detail.

Sincerely,

{Your Name}

# 4

## Post Classified Ads on the Many Online Classified Ad Websites.

A frequently overlooked method of getting traffic to your website is posting free classified ads online. Classified ad postings will attract people to your site AND provide you with many 'backlinks' from these websites to yours, which will help to raise the profile of your website on the natural search engine rankings.

This is an ideal task to outsource because it's repetitive (and boring) work that anyone can learn, but don't underestimate the value to your business.

So how does it work? Well, think of a classified ad in a newspaper. It's almost identical online, except there's another benefit in that you're generating **hundreds of quality back links** to your website when you put your URL in the ad.

**Step 1:** Register for your free account at each of the websites. It's useful to use the same login information for each one to make it easier to remember in the future, but it won't be possible for all sites so keep a record of all the sites and logins in an excel spreadsheet (or just use a notepad and pen but keep it in a safe place).

**Step 2:** Prepare the ad. It should be brief and to the point. It should have an irresistible offer, a compelling reason for the reader to respond, with clear instructions on what they should do next if they're interested. Try and make it sound as natural as possible –read other ads to get an idea of how other people write their ads. Save the ad to a text file

(wordpad or notepad) so you can easily copy and paste it multiple times as you visit the various sites.

**Step 3:** Login to the site and paste the copy from the text file when prompted to enter your ad. If you want to remember the logins for each site automatically, use RoboForm (see [www.roboform.com](http://www.roboform.com)), an inexpensive piece of software that manages all the logins.

There are some details to be aware of when posting ads...

Firstly, on some sites such as **Craigslist** there are numerous geographic regions to choose from. In other words, you can't post one ad that covers the entire country, it doesn't work like that. You **MUST** select a region in order to place the ad, so **always choose the areas with the largest population first** – that way you can reach the maximum number of people. In the USA that would be New York, Los Angeles, Chicago, San Francisco, Miami, Boston, Washington DC etc.

Be aware that under normal circumstances you're not allowed to post ads in more than one geographic area.

The way to overcome this is to use a **different email address** for each posting (register multiple free Gmail accounts). Also, vary the ad descriptions each time (change the order of the words or sentence structure).

Try to select an appropriate category when given the option. Sometimes ads will be removed if they're not seen as a good fit for the category they're in. Finally, post ads consistently. Schedule this task every week.

Make your message brief, to the point, with a compelling reason for the prospect to respond. Ideally, offer something of value, such as a free report, audio CD, DVD etc.

#### **Sites that allow classified ads for free include:**

[www.Craigslist.org](http://www.Craigslist.org)

[www.Kijiji.com](http://www.Kijiji.com)

[www.Loot.com](http://www.Loot.com)

[www.Backpage.com](http://www.Backpage.com)

[www.Gumtree.com](http://www.Gumtree.com)

[www.Oodle.com](http://www.Oodle.com)

[www.Local.com](http://www.Local.com)

[www.Usfreeads.com](http://www.Usfreeads.com)

# 5

## Start a Blog that *Helps and Educates* People rather than trying to Sell.

### **Popular Blog Directories:**

<http://blogs.botw.org>

<http://www.blogcatalog.com>

<http://www.bloggeries.com>

<http://portal.eatonweb.com>

<http://www.ontoplist.com>

<http://www.blogged.com>

<http://www.globeofblogs.com>

You can setup a free blog using services such as [www.SquareSpace.com](http://www.SquareSpace.com) or [www.Weebly.com](http://www.Weebly.com). Alternatively, you can use a free web hosting service such as [www.Doteasy.com](http://www.Doteasy.com), and install WordPress, a blogging platform which is also free.

The most important key to success with a blog is to provide value to readers, rather than trying to persuade them to buy. Offer value first, build a relationship with them so that they get to know, like, and trust you, and you'll soon find that people will naturally ask what they can buy from you.

Once your blog has at least 20 posts on it, submit the URL to popular blog directories to let them know you exist. These include:

This method of marketing takes time, but it's a solid approach to building a long-term business.

# 6

## Offer to help other influential business owners in your niche.

Not only will you develop valuable relationships with people who are already successful, but there's a hidden 'marketing' benefit that will occur. When you help someone else, you trigger a psychological rule called 'reciprocity'. In essence, this means that when you do something good for someone, they cannot help but want to do something for you in return. It works every time. You'll feel good about helping them, and they'll feel great about helping you in return.

How, specifically can you help others? Well, what skills do you have that could be of benefit to others? If you're an expert at WordPress, you could suggest some helpful plugins that would enhance the person's blog. If you're an expert writer, you could offer to write some articles to help promote their business. Use your imagination and get creative. Everyone has skills and abilities that are useful, don't take that for granted!



I know a number of people who have used this free marketing method effectively. As a result of them offering assistance to others they've become good friends with very influential business owners who have reciprocated far beyond the value of the initial help given. Again, your only commitment is time, a willingness to use your skills to help someone who might help you in the future.

# 7

## Create a Facebook Profile, LinkedIn Profile, and Twitter Account.

These are the best social networking sites for business owners to have a presence on. Simply listing your website URL within your profile for each of these sites will give you high quality back links to your site. In addition, add your photo, a description about what your business does for others, and some personal information that makes you seem more human and likeable!

Also, you should use these networks to network! They're great tools for making useful, profitable connections.

Never try and directly sell through these channels because you'll be viewed like the MLM "guest" at a party who becomes a pest because they won't stop pitching their product! Be human, engage and interact with others who share similar interests, and always aim to provide value to others FIRST. Do that, and they'll most likely want to reciprocate without you even asking.

Be careful with Twitter, it can suck your time like a vampire. Use it sparingly and to provide value to others, for example to share web tools and resources that you think others might find helpful or useful. Never pitch. The more value you provide others, the more they'll want to listen to you, and help you in return.



Facebook



LinkedIn



Twitter

## 3 BONUS STRATEGIES:

# 8

### Create a Video and Distribute it Using TubeMogul.com

Video online is hot, hot, hot, ESPECIALLY when the video contains useful, practical content. The world's most popular video website is of course YouTube.com, but there are many others that will accept your video without charge, that's where TubeMogul comes in. TubeMogul.com is a free service that will distribute your video to more than a dozen video websites that get lots of traffic.

Creating your video is also easier than most people realize. At the simplest level all you need is a webcam attached to your computer via a USB connection. Most webcams come with free recording software that enables you to record directly without any other equipment. Alternatively some sites like YouTube allow you to record directly into their site. Just create an account and look for the 'record video' option, it's really easy to do. If you have a Flip camera or a Kodak Zi8, that's even better than a webcam. The Kodak is especially good because it has an input for an external microphone.



Remember to primarily provide value in your video. No one wants to watch a pitch, obviously. Think about how you can HELP rather than SELL. If your information is good quality, people will naturally want to seek you out for further help. Also, it's important to include your URL at the start and end of the video. For example at the start you could say something like, "Hi I'm Bob Jones from [www.CopywritingAcademy.com](http://www.CopywritingAcademy.com) and I want to share with you a quick tip for...." Get the idea?

# 9

## Write a Short Article Each Month.

An article contains about 500 words; it's a short summary of a specific topic. It's similar to a press release, but your goal again is not to pitch your product or service, but to provide value. Often articles are 'how to' in nature. If you don't consider yourself much of a writer, don't worry. It's easier than you think.

Start with the theme "7 Quick Tips for..." and fill in some aspect of your industry or niche. For example, a printer might offer an article on the topic, "**7 Quick Tips for Making Your Artwork Look Great Every Time**", or "**7 Quick Tips to Find a Reliable Printing Service.**" Can you see how those articles would be helpful for the target demographic?

Make sure you include lots of keywords about your niche within each article. Don't artificially 'stuff' keywords into the content, but read through to make sure that there are useful words that search engines can pick up on to index your article so that the widest possible audience will see it. For example, if you're a chauffeur service, you'd want to include words like chauffeur, limo, car service etc.

When each article is ready, distribute it for free using **eZineArticles.com**, the most popular directory for articles online.



# 10

## Become an Attention seeker!

Sir Richard Branson of the Virgin brand is a great example of someone who's done exactly that.

When Virgin Brides launched, he dressed up as a bride in a white wedding dress and garnered huge media publicity. He's a master at being an attention seeker. Don't be afraid to go out on a limb and adopt a controversial position within your



industry - as long as it's something you genuinely believe! Those who shout loudest get heard, so controversy is a really useful tool to do just that.

If you're stuck for ideas, look at what your competitors are doing to promote their business. Look for commonalities, and then try to go in an opposite direction. Most people conform to 'industry norms' so you'll definitely stand out from the crowd by bucking that traditional approach. Can you find a common enemy to unite people against? For example, a small independent car dealer might throw rocks (figuratively) at the large national dealer conglomerates, persuading customers about all the benefits of using a small, agile dealer.



# Final Note:

Marketing without money is not a problem, it's actually a benefit! That might sound odd but many successful companies today started out with little or no money to spend on promoting their business. Having money to throw at the problem tends to lead to lots of money being wasted. Being creative with marketing on the other hand requires more thought and discernment. I encourage you to try all of these strategies in your business.

All you need is a willingness to go out of your comfort zone, your time, and a strong desire to succeed. Go get 'em!

If you enjoyed this report, by all means share it with others.

Regards,

**Andrew**

P.S. Don't forget to watch the weekly episodes of the #1 show for entrepreneurs and small business online: "*Help! My Business Sucks!*" at **[www.HelpMyBusiness.com](http://www.HelpMyBusiness.com)**

P.P.S. Join the community at **[www.NiftyClicks.com](http://www.NiftyClicks.com)** to discover hundreds of little known web tools and resources explained via video.