

Barter Your Way To Success

By Elizabeth Sinclair

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You do not have to spend your hard earned cash to establish an internet presence. Barter your way to success! Simply defined, bartering is the trading of goods and services without the exchange of money. You can save thousands of dollars annually on advertising costs by participating in barter exchanges.

If you have a product or service you are trying to sell on the internet, you need to increase your website exposure, spending the least amount of money as possible. Bartering is free advertising for your product or service. For example, an ezine owner may have extra ad space they would like to use in a barter exchange. You would offer the ezine owner your product or service for free in exchange for free advertising in their newsletter.

Bartering is also a great way of obtaining a product or service you need for free. Once you find the product or service you are looking for, offer the owner a fair exchange. If you have a newsletter with a high subscriber base, offer free advertising in your newsletter in exchange for their product or service. Or if you can create professional looking graphics, offer to design free graphics for the owner's website in exchange for their product or service. The possibilities are endless.

Here are a few bartering websites available on the internet:

Webswappers

<http://www.webswappers.com>

Register for free and then list what you want to swap.

Swaps are kept on the site for 10 weeks and you can accept offers for your swap any time.

Advertising Exposure Joint Message Board

<http://ventureboard.ontheweb.com>

Advertise your joint ventures, ad swaps and barter trades for free.

Barter WWW

<http://barterwww.com>

Trade your product or service. Trades are arranged directly between 2 or more parties.

You can also place an ad on your own website stating you are willing to barter or trade. So put your cash away, and start bartering your way to internet success.

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