

3 Publishing For Traffic Strategies!

By Larry Dotson

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1) PUBLISH FOR OTHERS

Publish e-zines for other people for free. In return for your work in designing, updating and gathering content, request that your promotional ad be placed at the top of each issue.

Their duties will be to promote and send out each issue to their subscribers. It will give you a steady flow of traffic and no cost exposure.

2) CLONE YOUR PUBLISHING

Create a free ebook on a subject related to your web site or business. Allow your visitor the option of getting a customized version with their ad included to give away.

The benefit would be that their ad in the ebook would make them work harder to give it away. Of course, your ad would still be inside the free ebook.

3) NON TEXT PUBLISHING

Publishing does not just have to be text, it can be graphics too. You could create free graphics to give away to your visitors. Tell them they can use them on their web site if they link to your site in return.

You could also do this with web site templates, backgrounds, borders, scanned pictures and art work, divider bars, etc.

QUICK READ SUMMARY

1) Publish e-zines for others in exchange for a top sponsor ad in the ezine.

2) Create customized free ebooks for others with both your ads included so they're more committed to give it away.

3) Create and then give away free graphics to your visitors in exchange for them linking to your web site.

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