

Learning The ABC's of Promotion!

By Art Luff

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There have been countless articles, ebooks, and websites dedicated to the Do's and Don'ts of Web Promotion and I for one am not going to try and disprove anyones Net Marketing experience.

We all need to find our way out here. It can be difficult at times hurdling through the hype and the Hey Read This and Hey Don't Do That. If you don't Follow this You'll Fail. The list goes on and on.

The intent of this article is to share with you what I have found that has and is working for me. It is not, by any stretch of the imagination, intended as a Carved In Stone formula for anyone other than myself.

However, I would not be sharing this with you if I didn't believe it could greatly improve your chances of making a go of it on the World Wide Web.

I've still got alot to learn as do we all. My hope is to continue to Learn and Grow as we trudge down the road to our individual successes.

Having said that, Let's Get to It!

Now if we're going to promote on the Web it sure helps to know what it is that we'll promote.

That may sound pretty dumb to some of you, Right? Not the way I see it folks. What I see is 95% of those that come to the Web to do business don't make it. It seems we flit from one associate program to another. Never really comitting ourselves to any one

project. Basing our decisions or lack of one on How Much Money in How short of time. So when there is no instant gratification, off we go in search of Instant Success and Wealth. Only to face disappointment and discontent. Eventually to disappear from the Web. Just another 95% er.

I hate to be the bearer of bad tidings to some of you but, A Decision plus a Commitment is required. We Have to decide What We Want to Be when we grow up. Then we have to commit to it. I mean "Come Hell or High Water" we don't quit. That make us a bit uncomfortable. Especially if we never did it before. Getting out of our Comfort Zone. What a concept. :-) So I guess you could say,

"Step #1 is: Make a Decision an Stick to it."

Something happens when we do that. Almost too difficult to put into words. I don't want to get off on some philisophical tangent but It's almost as if the universe hears us and from that point on we're just along for the ride! :-)

If your struggling trying to come up with an idea. I discovered an ebook titled, "The Million Dollar Idea Generator." In order to get this book you'll need to subscribe to a newsletter first. They both are awesome publications and I can almost guarantee you will not be disappointed. To subscribe go to:

<http://www.internetgurureview.com/> Both are free and I have no affiliation other than a subscriber.

Step #2

Now that we've made a decision and committed ourseves to it we will need to find people to market our goods and services to. How?

Start a Newsletter or Ezine that focuses on some aspect of your goods and services. Your subscribers are your target market.

It makes sense that it would be better to have 40 or 50 targeted prospects than 100,000 untargeted prospects.

Setting up your list is not a monumental task. Pretty simple actually. Just a matter of visiting the listserver site, answering a few questions on a form and POOF! your a list owner.

There are several free listsevers that can get you up and running in no time. I use Listbot. Looking back I think the only reason for chosing them was it was the first one I went to. :-)

Take your pick from the list below. Ones as good as another.

<http://www.listbot.com/>

<http://www.topica.com/>

<http://www.yahoogroups.com/>

<http://www.smartlist.com/>

<http://www.globelists.com/>

<http://opt-inlist.com/>

There are others. If you want you can do a search for free opt-in list hosts.

Step #3

Now that you've got your list host set up I assume you have a Name for your publication. It's now time to let the world know Who and What your about.

Don't worry about having a publication at this point. You can be working on that in between your List Promotions.

First let me suggest that you visit:

<http://www.ezineuniversity.com/> Take the courses in order. I found this information to be invaluable. Utilize the tools and tips they provide. You'll begin to build your subscriber base. By the way. This service is also free.

Get used to using search engines to find what you need. The lists above all have a search box. Do a search for announce lists on each. There are plenty. You can announce your publication and pick up subscribers.

You can also visit "How to Publicize Your Ezine" at:

<http://www.zinebook.com/publicz.html>

Just full of information and useful tools and tips.

Step #4

What about content?

If you don't plan on writing articles for your publication there are plenty of free article resource sites. In just about any category you need. I'll list some below to get you started. If you need more you can do a search for free ezine articles or articles by a particular author. Use your imagination.

<http://10000i.virtualave.net/>

<http://www.ezinearticles.com/>

<http://www.boconline.com/>

<http://www.ideamarketers.com/>

<http://www.marketing-seek.com/>

<http://orlando.obp.com/articles/>

While we're on the subject of Articles.

If you get nothing else from this article Get This.

"WRITE ARTICLES" Write about what you know. Write about your interests. Write about your hopes, dreams and wishes. Whatever you want to. JUST WRITE!

In no time at all you will be labeled an expert in your field. You will gain credibility. You will be listened to as someone who knows what they're talking about. You will also be using on of the most effective and far reaching methods of promotion on the web. Free!

You can submit them to the sites above, to other ezine publishers,

to search engines, article announce lists. Do a search for free ezines contact the publishers and ask if they accept articles. If so, Give it to them. At the end of every article you've got what's called a Resource Box. It contains your name, a little something about your ezine, how to subscribe and of course your website address.

Well Folks I think we've covered quite a lot here. It's going to take a little work to apply these. I don't doubt your ability to handle a little work.

I'll be doing a follow up to this article next week. Please look for it. We'll continue then. So until then remember:

"Web Promotion Doesn't Have to be a Shot in the Dark!"

Success and Regards,
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Art Luff is the Publisher/Editor of "The Virtual Times Newsletter"
A twice weekly publication that focuses on resources for starting, managing and operating your own ezine or newsletter. To subscribe <mailto:virtualltimes-subscribe@listbot.com> Art is also an active promoter of The \$2 ads program. Think You Can't Afford Ezine Advertising? Then you haven't tried the \$2 ad Program!
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