

How much does your free ad cost you?

By Linda Landry

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Ever considered the cost of your free ad? Most likely we cancel the cost we incur when we place a free ad.

You must spend some TIME and energy (brain energy at least) composing your ad. Occasionally we luck out with a bright idea! Most often we spend days thinking and reciting in our head some of the wonders of our product or opp. Perhaps we are diligent and we take the TIME to write our brilliant ideas on paper and, even better, we read them out loud several times to see how they may sound to someone else. Ever tried your ad copy out on friends or family?

Next we spend TIME searching for the fr'ee opportunity to place our ad. There are many. This information highway we call the net, can boggle you down with the availability of opportunities, and you can easily get waylaid into another 'avenue' during your quest. This takes up TIME you meant to spend searching for that fr'ee advertising opportunity. There are many: safelists, faa,& classified sites, ezines and more.

Then you have to take the TIME to post your ad in all the available slots you find. The task can be simplified with the copy and paste feature. It is still very TIME consuming as you don't always wish to place the same ad and, viola! , you may get a brilliant idea in the process and compose fresh ad copy while you work! Nice, huh?

But wait, there's more! You have to make the TIME to find your ad when it is posted to see a) how it looks in print, b) how it sounds (?) in print, c) was it edited? or the way you composed it?, d) did it run? Depending on how many places you posted your ad, this could take a considerable amount of your TIME.

How much is your TIME worth? I would guess you would be quite an expense to someone who was hiring you to spend your TIME, energy and expertise to do a task or provide a service to them. You

and your TIME are the most valuable assets to your biz. Did you stop and think, while doing your tax return, that you do not get to claim the TIME you spent promoting your opp? Yes, you are 'allowed' to calculate your expenses for equipment and advertising and more. You are not allowed to factor in your TIME. Unfair of'ole Uncle Sam but that is the way it is. Your TIME spent placing those FR'EE ads is costing you money and you cannot claim it as a business expense. Perhaps the cost of purchasing a slot for your ad is not such a bad idea. Paid advertising is tax deductible. All you have to do is collect the receipt. Smart move for 2003.

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Linda Landry is the Editor/Publisher of Cybershopnews and the proprietor of two retail websites: Galleryogifts and Galleryodefense. <http://www.galleryogifts.com> OR <http://www.galleryogifts.com> . For more information about Cybershopnews you can <mailto:cybershopnews@aol.com>

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