

Advertising Dilemma: Try Junk and Chunk

By Raymond Johnston Jr

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Time management is a very difficult task. Trying to figure out how much time to put into each part of your marketing is very hard and even more so for those of you just starting out.

In my last article "Educate Your Way to Success", we discussed how difficult it is to succeed without educating yourself.

(You can find that article at: <http://www.moneyforhire.com/article34.htm>)

Today, we are going to take a look at how important advertising is for your business and how much time you should be spending to give you the greatest chance at success.

The need to advertise will never cease but once you have been in business for a while, the amount of time you spend will probably decrease. I could go into a lot of reasons but the bottom line is the longer you are in business, the more traffic you will get without as much effort.

So what are some good ways to spend your time advertising?

Most people just starting out are on a very limited budget, so we will look at some of the less costly ways to advertise.

First you can look at some of the ezines that allow free advertisements. Many

allow you to advertise once a month or even once a week.

There are a number of ezine directories that can help you find some of these ezines. Here is my favorite, simply because they make it very easy to find the information your are looking for.

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

There are many more and you can find a more complete list at

<http://www.moneyforhire.com/marketingresources>

Another way to generate some traffic to your site is by start page and surfing sites. These can provide anywhere from a small amount of traffic to a whole lot of traffic.

Most of these program will give you some hits for signing up. You can also earn more traffic by surfing other websites. The best way to earn traffic here, is to build a downline of people. You get a percentage of the hits they generate and you have to do absolutely nothing.

The key is building a downline. Spend some time getting signups and down the road you will start benefiting from the efforts of others.

You also must know that to make this traffic pay off for you, the visitors you get from these exchanges must be treated different. This traffic is less targeted and many of the visitors are just there to earn traffic for their own site.

So, you must take a total different approach to making this traffic useful.

You can find a detailed article about this at:

<http://www.moneyforhire.com/article30.htm>

There are also a number of other ways to generate traffic. Some of those are, exit exchanges, FFA pages and Links pages.

Some people swear by some of these methods while others say they are useless. I would suggest, you try them for yourself and find out.

One of the keys to a lot of the programs, is to get in early. If you join early, it is much easier to build a downline and get others to start generating traffic for you.

A couple of days ago, I ran across a new program with a completely different twist.

The name of it is Free Traffic Boost.

I like the concept and it is new, so you might want to check it out:

<http://freetrafficboost.com/g.o/braveone>

So how much time do you spend advertising?

I don't think there is ever enough time to advertise as much as we want.

So my best advice, try as many methods as you possibly can. Find what is proving to give you the best results, then concentrate more time in those areas.

A friend of mine calls it the Junk and Chunk method.

His description: Try the junk, if it don't work chunk it.

You have to wonder about a mind that thinks like that. :o)

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