

Most Effective And Most Inexpensive Ad

By Bilal Babic

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Probably you presume that I will write about eZine ads.
No I wont.

Even though they are effective and inexpensive, they will
come only after you successfully accomplish the most
important ad in Internet Business - your own Web page.

What? You consider Web site as a product not as an ad.
Well, in business Web page is an ad.

These days if you are in any kind of business, not having
your own Web page is like not being in business at all.

Look at any television or print ad and you'll see the URL
included at the bottom. Why? I'll tell you why.

Having your own Web page is an amazingly simple and
effective way for advertising with possibility of reaching
thousands of people, if done well. But the best part is
that it's amazingly inexpensive.

For a couple of bucks you can have something nearly as
valuable as a magazine spread. Instead of buying an
extremely expensive full-page ad in major magazine, you
can instead buy a low-cost classified ad in the same
publication, wich lists URL of your Web site.

Your classified ad becomes "ad for your ad". But while the
classified is just a few tiny words, it points to your full
color, electronic, dazzling Web page wich, if done well,
can sell better than anything.

