

# Are You Missing the Advertising Boat?

By Teresa King

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Tips for Top eBooks and Marketing <http://www.tipsfortop.com>

One thing I have noticed on the web is the unwillingness of people who want to have a business on the net to spend any advertising dollars.

No business will make it without spending either money, time or both. That is the bottom line. I hear it all the time, "I can't make any sales."

Invariably, when I ask, where is your website, where have you advertised and where are your current advertisements running? And, I get the same answers.

"Well, I did pay for an ad once..... and I did spend a lot of time on ffa pages, and I did put my link into the search engines. I did give some free books away that have links to my site."

Then to my next question. "What were your results when you tested your different ad copy?"

"HUH? What do you mean results?"

When you spend your money on ads, you need to test your ads. It's plain silly to spend your money on ads, and not know if another ad can pull in better results.

Of course, you need to do what you can that is free and you can afford the time. And, of course, you need to get submitted into the search engines.

However, what you really need is to get known.

The best ways to get known is through writing articles, paying for advertisements, signing guestbooks, answering forum questions, and through word of mouth.

The most effective way to get known is through writing articles and getting the articles submitted to different ezine owners' opt-in newsletters.

Here is your comparison:

Write one article and submit it to as many ezines that you can. That is tremendous exposure. If you can't write, get a ghost writer to write an article for you, and prepare to have another written until you learn how to write your own.

One article might cost you \$75.00. That article can be used over and over again. Now, compare that to one \$75.00 solo ad.

Your article should have a tempting resource box advertisement that leads to your site, or your newsletter. The article should be interesting and written with enough knowledge and flair that your reader wants to see more of what you have. They will click on your resource box and they will go look.

People are far more interested in reading a well written article and clicking over to visit that author's website, then to read an advertisement from someone they don't know and go to their website.

Be careful, with the fatal no, no in writing an article. Yes, you might have a product that you just love. However, your article should be generalized on a subject that may have a theme to what you love, but it should not be a direct advertisement to what you are selling.

Why? Ezine owners look for high quality articles that are written well, are informative to their subscribers, and want that article to look like anything but a full page advertisement for someone else's company.

There is one way around writing an article that leads to your product that relates to the article, and that is to have a well paying affiliate program so that those that use your article can put in an affiliate link in your resource box. It will definitely improve your chances of having your article published.

Remember, everything you do on the web should be concentrating on building your subscriber base to your own ezine and using the ezines of others, or both for your advertising campaign.

Good Luck,  
Teresa King  
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Teresa is a successful writer and marketer on the net, and has helped many people succeed. If you do not have a list, it's time you start one with an autoresponder that you can also

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