

When You Don't Have Cash - Get Creative

By Teresa King

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

Marketing can be tough. Expressions like "Get your target market" might leave you with huge questions in your head. Then once you may find out the best way to advertise your product you run into that ever loving question, "How much should I "not" spend?"

Let's start simple: Your Target Market is not everyone. If you are trying to have products that appeal to the whole world...you are really getting in over your head. It is not that some of your products would not appeal to a wide amount of people... but when it comes to spending advertising dollars, you need to choose your best product, and study who uses that product. Then after that is done...you go out and find where to advertise for that market.

Advertising companies pay mass dollars to find out things about you. They do surveys and they test over and over until they find what appeals to the audiences for which product.

If you purchase magazines or get catalogs, you will really understand. An example is you buy a pair of men's shoes size 13 (big ones) and a few weeks later you get a new catalog Big Tall Men Sizes.. and then another catalog for Men with large sized feet. You will see the back end sales on your size 13 shoe order at work. Your information has been sold!

The net is still a baby, and it is like "Baby Huey" if you remember that big baby duck that was three times the size of his parents. There is a lot of trial and error in cyberland. And, if you don't remember, you can well imagine what life would be like if your two year old was three times bigger than you.

When you want to market, your free sources are search engines, FFA (free for all links pages), word of mouth, and if you are

doing your homework.... writing articles for ezines.
Those are the main ones.

There are a lot more... So.. when the wallet feels thin:

Get Creative!

*Exchange recommendations with friends on your site.

*Exchange testimonials

*Exchange ads in your smaller ezine with another smaller ezine

*Make a fun page; such as Halloween or Guy Fawkes Day, Christmas, Hanukkah, or Valentine's Day (Plan for these events)
Many writers write six months in advance for the Holidays..and believe me, it can be difficult to write about Christmas in the middle of July... but those that make money writing, do it!

Make these pages sponsored by your product.

Research your product, and find out what your competitors are doing and do yours better.

Your strongest marketing adventure is "Your Affiliates."
Make it easy for your Affiliates to sign up and market your product. Affiliates bring you sales. Treat them well.

The hottest way to do this is to write an ebook about whatever you are selling in a round-a-bout way. Then set it up so that your affiliates can brand their name and company into the book with a link to your affiliate program.

Get some creative juices going and re-write your headlines, or your ad copy. Remember, Ad Copy is not to tell all about the product; it is only to tell enough to get them to your Sale's Copy.

When you want to advertise your site, don't let money stop you from getting visitors to your site. The better your site, the more people will link to it.

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Teresa King works full time at home as a successful in home writer and net entrepreneur. Be sure to read about her newest ebook, "What Did Mama Forget to Teach You?" at <http://www.tipsfortop.com/whatdid.html>

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