

Internet Fortune on a Shoestring

How To Wisely Build Or Promote A Profitable Online Business With Only \$100 In Your Pocket!

by Larry Dotson

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Introduction by Larry Dotson

I've been doing business on the Internet for many years now and in those years, I've seen tons of online businesses come and go. The biggest reason is that they run their online business into huge debts from making too many bad online business investments. When I say bad online business investments I mean buying untested/untargeted advertising space, business opportunity scams, business how-to ebooks from so-called experts, etc.

I wrote and compiled this ebook for online business owners that have a very limited budget to start or promote an existing online business. If you

had a low budget of only "\$100" you don't want to waste your money. You want to be able to get a decent return on your online business investment so you can reinvest those profits back into your business to create even bigger profits. Most people's "end goal" would be to live comfortably off those profits. But you have to start somewhere, right?

If you only had \$100 in your pocket, and wanted to turn it into huge profits on the net, what would you do? You don't know? No problem. I've asked many top online marketers the following question:

*"Imagine if you were an online business newbie again and you only had an extra \$100 to promote your online business. Knowing what you know now, how and where would you *specifically* spend it for the greatest chance of return on your investment?"*

28 online marketers answered me! I took all their closely guarded online business investment secrets and compiled them into this one ebook. The answers vary from starting and promoting an online business from scratch to promoting an existing online business. Some answers even totaled less than a \$100 bucks! Now, some of these answers may be short but there is only so many things \$100 will buy.

I thought it would only be only proper for me to answer the same question that I asked the other 28 experts. But, my answer was already taken and I don't want to make something else up that I don't believe in, just to fill up this introduction. Now onto the answers!

Larry Dotson

Subscribe to my FREE e-mail newsletter:

"The Hypnotic Selling Strategies E-zine!"

<http://www.ldpublishing.com>

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Hello my name is Jerome Chapman and I've been marketing online for about 8 years now and I have had tons of success only because I've made tons of mistakes.

If I only had \$100 to spend and I wanted to make money online I would start out with putting up a hot lead in page that collects targeted opt-in leads such as one that I've built over at <http://1hourwealth.com/go/go.php/hourwealth>

I would recommend that you first register your own website name so that you have your own domain.

The best service for this that I recommend for this is [ThirdSphereHosting](#). They are very good....user friendly control panel...and reliable. Also you can get your first month Free at <http://1hourwealth.com/go/go.php/freehosting>

Ok now you have a site FREE for one month so you still haven't even taken a bite out of your hundred bucks in your pocket.

Now you need to put up a simple lead in site that collects your targeted opt-in leads and follows up with them automatically with a autoresponder system.

You can get one Free at [GetResponse.com](#) since you are starting out and it will keep you from spending any of your \$100 for now while you start.

When you start making a little money online however I would highly recommend that you get your own AutoResponder system that is unlimited and the best part is that you only pay once for it and not monthly. You can check it out at....<http://1hourwealth.com/go/go.php/arp>

My suggestion since you are starting out is that you can have your site designed and integrated with your autoresponder by finding a friend that

can do this type of work for you.

If that's not an option you can also place a notice of what you want and/or need at Elance.com and different professionals will send you their bids and you can pick out whatever fits your budget.

Many will probably offer to do something like that for you for \$20-\$50.

OK. Now that you've set all that up for between Zero and \$50 you still have \$50-\$100 of your hundred bucks. (maybe more) Not bad huh?

What do you sell them?....what do you promote?...Glad you asked.

I would ask yourself what is it you are truly interested in. Is it golf....business opportunities....cooking?

Once you think about that look for a FREE to join affiliate program that is related to your interest and sign up for it. You can find some at....AffiliatePrograms.com you can also look up other directories for affiliate programs at Google.com

The affiliate programs usually are FREE to join and they normally already have solo ads you can use and sometimes even a follow up sequence you can put into your autoresponder for follow ups. ;)

I would take the rest of whatever money you have left and place as many Solo ads as you can into ezines. Here's a place you can search for ads that you can afford that offer Solos.....

<http://www.leadlightningtools.com/soloads.html>

That should get you on your way to building your own list of subscribers that you can promote to anytime you please.

The gold is in you own list and I'm telling you this from experience of myself and most (if not all) fellow marketing partners.

The Best of Success to You,

Jerome Chapman

"Get my ad results each Monday that make me over \$40,000 per month from home for you to duplicate."

<http://1hourwealth.com/go/go.php/hourwealth>

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Joe Vitale's Answer

I'm torn between advising you to spend the \$100 on a news release sent out via www.imediafax.com or investing the money in a great e-book stuffed with 30 plans to make money online in only 30 days. I'll go with the latter, as it will give you strategies and ideas well worth thousands---or more. So go to <http://hop.clickbank.net/?outrageous/joekumar> and spend the \$100 there.

Dr. Joe Vitale, President, Hypnotic Marketing, Inc.
#1 Best-Selling Author - "Spiritual Marketing" Author
of way too many other books to list here See

<http://www.mrfire.com>

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Michael Green's Answer

If I only had \$100 and my product was already created and ready to promote, then I would definitely spend that cash on buying a SOLO ad spot via an ad co-op like <http://www.howtocorp.com/sdt>

For just \$80 I would purchase a solo ad which would be sent out to around 130,000 individuals. Solo ads don't contain advertising for anyone else, so your message isn't watered down in any way.

I would realistically anticipate a 500% to 800% ROI (Return On Investment) using this approach, just as long as my ad copy was powerfully written (and I'd created a good product and a sales letter which converts readers to buyers well). So now here's the math:

Expected ROI on good ad copy of 500% to 800% = \$400 to \$640
Less cost of solo ad via SDT of \$80
Profit ranging from \$320 - \$560.

Naturally I would then take that profit and put most of it back into placing solo ads. BUT... I would re-write the ad sales copy from scratch before placing further ads. WARNING: Generally ads sell well first time and less than half as well when repeated!

By the way, I would have already taken the \$20 that I never spent for my Solo ad and I would have used that money on testing and tweaking my sales letter conversion rate. I'd do this by spending the \$20 on PerPerClick traffic. I'd carry this step out, before splashing out on my Solo ad, just to make sure that I'm getting the maximum number of sales from the much bigger Solo audience.

Michael Green

Learn how to create and sell your own products online today!

<http://www.CreateAndSELLproductsONLINE.com>

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Willie Crawford's Answer

Great question. I would spend it sending out faxes using my laptop. It costs about ten cents (U.S.) to send out a fax from my laptop using WinFax. I have a database of over 10,000 media contacts and regularly send out faxed press releases to targeted newspapers, magazines, and radio stations. This results in a steady trickle of interviews and a flow of new customers who are attracted to my website and product.

The press release is fairly straight forward... just a 1 page sheet telling the media contact what my story can do for his readers, and how to get in contact with me for more information. It briefly tells why his readers or listeners would want to hear about me or my product. There are hundreds of press releases posted online. I have discovered that form is not as important as it answering the What's In It For Me (WIIFM) question.

So, I spend my \$100 faxing out press releases. The potential return is thousands of time my investment in free publicity.

Willie Crawford

<http://williecrawford.com>

<http://ProfitAutomation.com>

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Neil Shearing's Answer

I've found that it's sweat equity and relationship building that boosts an online business. However, a \$97.95 copy of the Spider and Irresistible Formula would be useful and give you enough change for an ice cream. ;-)

<http://www.scamfreezone.com/spider/>

Best Regards,
Neil Shearing, Ph.D.

<http://www.scamfreezone.com>

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Brian Garvin's Answer

The first thing I would do is get a product with resell rights that I owned the total rights to. I would negotiate with the owner to get it free in exchange for helping brand him. Then, I'd secure a domain from godaddy.com for \$8.95. I'd make a generic website for the product (unless the resell rights product came with a website, which many of them do now) that accepted orders through stormpay and paypal.

So far my costs are still only \$8.95 since I created my own website. I would search for "free hosting" on google.com and find a place that offered banner sponsored hosting or for \$14.95 per year with 34sp.com. Then I would take the rest of the money and open up a pay per click account at Overture.com. I would bid on a wide variety of low cost keywords with overture so I would get a lot of different qualified prospects trickling in from different places and keep my bid prices low.

I would also get a free autoresponder at getresponse.com and start collecting subscribers through it. You could use a \$13.95 program like lightningpopup.com to generate all the front end code for the subscribe box and popup. As my list started to build with all the targeted traffic coming to it, I'd start trying to do ezine swaps with the smaller ezines to keep hitting different groups of people. Anyone should be off to the races making hundreds of dollars per month using this one technique alone.

Brian Garvin is the owner of <http://BrianGarvin.com> and A+ Marketplace, the biggest BizOpp, Affiliate, MLM and Hot Product announcement ezine on the net. Be the FIRST to know!

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Wayne Yeager's Answer

I like to think of money as a battery. Instead of storing electrical power, money is a storage medium for all types of value. You can trade money not only for physical goods, but also for time, creativity, labor, influence, knowledge, etc. But the reverse is also true.

You can create money's equivalent with time, labor and knowledge.

So I would encourage people who wish to market their business, but who have just \$100 at their disposal, to consider injecting some of their other assets, like creativity and time, into their efforts. \$100 by itself isn't much, but \$100 combined with a day's worth of creative thought will yield disproportionate results.

Here's are some examples...

If you're trying to generate traffic to a niche website, you could ask yourself, "What online tool or gadget or piece of software would people in this niche appreciate?" If your business caters to college students, for example, a useful tool might be an online calculus "machine" that does integrations, calculates derivatives, etc. Once word spreads, every college student in America (at least those taking calculus) would be a potential visitor. And you can easily have such a thing created on eLance or Rent-a-Coder for \$100 or less.

Or, maybe one of your assets is a huge list of email friends. You might consider setting up a contest where the person who signs up the most subscribers (or whatever) wins \$100 worth of merchandise. If 500 of your friends signs up 200 of their friends, you'd be getting 100,000 subscribers for 1/10th of a cent each.

Or, if you've got a lot of time on your hands, you might consider a time-intensive promotion, like creating free websites for people in exchange for putting your link at the bottom of the page. Since this is virtually cost-free, \$100 will go a long way with a promotion like this.

Or, if you have specialized knowledge in a popular subject, you could create some book or other product that helps others in this area, and instead of selling it, "trade" it for a certain action, or for a link on their site, or for banner impressions or popups, etc. In other words, you'll barter your knowledge for some action that aids in your marketing efforts.

When you're starting out and strapped for cash, the trick is to stop worrying about "buying" traffic, and start looking for ways to "earn" it using your other assets. You've also got to constantly be on the lookout for opportunities. For example, if you've got an ebook called "1,000 Ways to Make Money", available at <http://www.how-to-make-money.com>, then you could help out a friend by contributing to his ebook, while making sure you

put a plug in for your own site!

You see, it's just that easy! ;-)

Wayne Yeager
Trafficology.com

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Kevin Nunley's Answer

If I were to start all over with just \$100....I'd get an isp account and start sending personal emails to as many people as I could get away with. Send fan notes to authors, article writers, web site owners, ezine publishers. I'd post to discussion groups and get conversations going on the side. I'd write a few articles with some helpful tips and offer them to every ezine I could find. All along the way, I'd be asking people if I could add their address to my newsletter list...so I could keep sending them stuff from time to time.

I know this super cheap method words...because it's how I started my business back in 1996. Although a lot on the Net has changed, this basic approach still works like gang busters.

Best,
Kevin Nunley
<http://DrNunley.com>

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Anne Holland's Answer

Tough question - everything from SEO to hiring a fabulous direct response copywriter costs \$1000 on up these days. Even the cheaper ASPs that can help you track metrics so you can make tweaks to improve sales, or get your affiliate program backend handled beautifully, generally cost a few thousand for set-up fees even if the month-to-month costs are low.

So, if I had only \$100 I would do again what I did back when I had that problem starting MarketingSherpa in early 2000. Pay a cheap programmer to write a down and dirty script to put a "tell a friend about this web site" box on my site -- top, middle and bottom. The form should be right there - not a link to a form elsewhere (people don't click on those much.)

And if there was any money left over, I'd start a great Blog and link to lots of amazing people in useful and entertaining ways, and then let them know I had so hopefully they would link back to me.

Hope that helps

Anne Holland

anneh@marketingsherpa.com

<http://www.marketingsherpa.com>

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Bo Ekvall's Answer

I have been on-line in this business for more than 5 years now and if it anything I regret, it is that I did not join SFI from start. If so, I would have been one of the \$100,000.00 earners now, for sure. It's not too late yet!
<http://www.ezinfocenter.com/4783834.10/REGISTER>

Another thing I would do immediately would be getting my own website. And what could be better than easy building a Flash supported website and earn money at the same time?

<http://www.discovermysite.com/48911/>

DON'T do what I did as a start. Wasted my money on chain letter and scam/get-rich-quick programs!

Best Wishes
Bo Ekvall

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Shel Horowitz's Answer

Spend \$10 to secure a terrific domain and the rest on books about home page usability and/or SEO. Use an active non-monetary traffic-building strategy: discussion lists, e-zine exchange ads, no-cost offline strategies like press releases, talk show guesting, and even fliers.

Shel Horowitz, copywriter and marketing strategist specializing in affordable, effective marketing, is the author of Grassroots Marketing: Getting Noticed in a Noisy World and five other books. His site at <http://www.frugalmarketing.com> and <http://www.principledprofits.com> offers hundreds of free articles

including the complete archive of his Monthly Frugal Marketing Tips. To discuss your next marketing project, write shel@frugalfun.com or call 800-683-WORD.

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Jeffrey Lant's Answer

Here's how you get started on the Internet for UNDER \$100!

by Dr. Jeffrey Lant

Friend, you may know me as an internationally known marketer and self-made MULTI-Millionaire. You can find out more at www.jeffreylant.com

Larry Dotson asked me to show you how to start profiting online for \$100 or less -- and I'm going to do just that.

Start here <https://www.worldprofit.com/secure/dealersignup/>

For just \$9.95 I will give you 365 days of PERSONAL online wealth coaching. That's right, every single day I will provide PERSONAL, hands-on assistance for helping you make maximum money online. No, this is NOT a misprint. \$9.95 will do it. What's more, you can get a FREE report on how my DAILY PROFIT SUPPORT system works at www.worldprofit.com/homebusiness

To succeed online, you also need telephone service. Why? Because you've got to TALK to your prospects, not just email them. You can get a terrific plan for just \$19.95. And I can even show you how to get long distance service FREE. For details, go to

www.worldprofit.com/homebusiness

So far, we've spent \$29.90.

Now you need prospect leads, hot and good. I've got you covered here, too. At www.worldprofitleads.com you can get 150 of the best leads going for just \$64.95. I can even show you how to get UNLIMITED free prospect leads. Remember, you need just as many leads as you can get. Get the FREE report at www.worldprofit.com/homebusiness The cost for these 150 leads is \$64.95.

You've now got everything you need. A money-making dealership with DAILY Profit Support from me, incredible long distance service and 150 prospect leads to start, with the prospect of getting the rest of the leads you need FREE -- all for just \$94.85.

Now splurge on the remaining \$5.15. Hershey bars in my neighborhood cost 59 cents each. Buy 8, and you'll still have 43 cents left.

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Now get started at <https://www.worldprofit.com/secure/dealersignup/>

Dr. Jeffrey Lant

Let me give you a FREE Tour of the Worldprofit Dealership and show you how to make THOUSANDS online for just \$9.95 AND get \$1100 in FREE advertising now! Either email me or visit <https://www.worldprofit.com/secure/dealersignup/>
To contact me personally, call (617) 547-6372 (Eastern time)

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Jeff Smith's Answer

Suppose You Had \$100 To Promote Your Online Business!

You really can build traffic, momentum and sales for your online business starting out with just \$100...

I'm living proof!

A recent product I developed, "Ultimate Information Entrepreneur's Success Package" (<http://www.infoproductcreator.com>) has now sold over \$20,000 worth in less than 8-months, here's the methods I found worked best - and all for \$50.

At the end, I'll let you know what I did with the other \$50 :)

1. Selecting, Testing and Position Your Product for Profit.

Not often thought as important to promotion, WHAT you offer will make a BIG difference to the cost and effectiveness of your promotion

In short, you need to make sure your product is...

In High Demand, and Is Unique In It's Response To That Demand

It sounds like a cliché, but a high-demand product, positioned in the right way will almost sell itself!

Hot selling products make it simple to write sales letters, easy to collect testimonials, lend themselves to free publicity, are easy to form joint

ventures and affiliate programs around and generally take on a life of their own.

Take it from me!

Don't fall into the same trap that 95% of all infoproduct developers fall into - make sure your product will be a top seller BEFORE you spend time and money developing and marketing it.

2. Create web copy that SIZZLES....And Sells

It doesn't have to be fancy, it doesn't have to be short, it doesn't have to be long, it doesn't have to provide tons of free information.

Effective web copy DOES need to capture the attention of your visitors INSTANTLY, emphasize a given desire or need your visitor has, show them the benefits of filling their desire, convincing them YOU have the answer they need to get them there AND create a sense of urgency for your product.

How do you do all that?

Create a compelling headline.

Your headline needs to include your strongest benefit to solving your customers strongest desire.

Create a powerful series of sub-headings that tell a story in themselves as many people will "scan" your webpage before reading any text.

Hit them with benefit-oriented bullets and testimonials early and often.

Introduce them to you - and why you are the one that they should listen to.

Try and present at least 2-3X more perceived value for your product in

your offer than the price you ask. Do this through comparison with higher priced services, scarcity of information, alternative forms of information that cost more, bonus offers, etc...

Here's the MOST IMPORTANT point to your entire online marketing effort....

Until you consistently convert at least 1% (ideally more like 2-3%) of your visitors into buyers and a higher percentage through follow up marketing campaigns, you need to limit your marketing until you get your product and website combination working.

Failing to do so will mean you will continue to waste time and money and will not meet your online financial goals.

3. Joint Venture

OK, so I'm now converting visitors to buyers consistently, and my product is in high demand.

Well, those are the two pre-requisites to a successful joint venture campaign - along with forming a solid offer and campaign.

Here are a few tips on running successful JV campaign.

a) Seek out mid-range partners first. They are often more responsive and have better responding customers given that they often have more loyal followers.

b) Be personal and complimentary. You will be just one of hundreds of JV offers these people get - stand out by referencing articles, websites, ezines, products, relationships you know that people have. Flatter them, show them that you have researched their business and that you have at least taken the time to assess whether your product would be a good fit for their business.

- c) Quickly convince them that your product is unique and in high-demand. These people don't want same-old, same-old but they are interested in a good offer for a product that will really help their customers AND is different.
- d) Throw out a few testimonials so they know your product is real and it works.
- e) Offer them something special (exchange services, higher commissions, mention in your follow up marketing, bonuses for meeting certain sales thresholds, etc...)
- f) Offer to let them see your product for free. I know that I no longer promote ANY product I have not read or used - my customers and prospects are just too valuable to me to take any chances.
- g) Leverage any big names you get behind you to get others.
- h) Take a two-phased approach for the bigger names. Offer them a review copy looking for nothing more than a review first. Don't mention jv - that can come as a follow up to a positive review. That way, you get a testimonial (if they like your product) and you have a far better chance of getting the jv, having established a relationship with your partner.

4. How To Make Pay-Per-Click Payoff.

As a newbie, you want to get some INSTANT exposure for your business. Major PPC engines such as Overture.com and Google Adwords allow you to get instant traffic, by buying certain keywords related to your site.

I would start with \$50 to bring traffic in and get a few initial sales while testing various aspects of my site.

Keys to turning your PPC promotion into a profitable one are:

a) Dig deep for your keywords. Get as specific with your keywords as possible. The more specific, the better quality traffic you will get and the lower the cost of the keyword.

b) Use tracking links in your PPC campaign to understand where your hits and sales are coming from.

c) Use relevant keywords. Find out what people use to search for products such as yours. Look at what competitors are listed under, search your web logs for searches people are using to get to your website via search engines.

5. Writing Articles That Pull In Sales

Website buyers seek out good quality information before they buy. Providers of information - website owners, ezine publishers, directories etc... need good quality content to continue building relationships with their subscribers.

By writing intriguing, brief articles based on experience, you can expose your name and website to hundreds of thousands of eyes in a matter of a few weeks...all for free.

The key is to make your title compelling, provide some personal experience to addressing your topic, keeping the article brief - 800-1500 words max, and including a profit pulling 3-4 line ad in your resource box following the article.

As a twist, you can include a link to a free minicourse or newsletter in the body of your article if it is in context - this produces great results based on past experience.

You will notice that all of the promotion techniques outlined above have been free, with the exception of the \$50 Pay-Per-Click campaign we setup.

What do we do with the other \$50?

Use it to make sure that your back-end systems are of top quality. Don't scrimp on webhosting, autoresponders, or affiliate software. Upgrade these systems so that when your promotion begins to really heat up, you can support the onslaught of traffic and sales you'll be getting.

Now, take a moment to sit back - you've made terrific progress for your first few weeks.

The REAL secret to online success though is to keep repeating this pattern over and over - soon momentum will grow and you will see the fruits of your labor.

Jeff Smith has over 8 years of experience creating products that have brought in over \$1Million in sales. His secrets for developing your own high-profit, income producing information products are found here:

<http://www.infoproductcreator.com>

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Jan Tallent-Dandridge's Answer

My answer would have to be: a domain name, paid hosting, a free account as a clickbank reseller and making a free eBook to give away to as many as possible, thus branding me and my business- even if only AS a reseller, as quickly and widely as possible. If there was any of the \$100 left I would use it for advertising- probably in Rim Digest ezine! (LOL!)

Jan Tallent-Dandridge

Rim Digest ezine Publisher

<http://www.rimdigest.com>

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Darren Robert's Answer

I would put it with the rest of the investment capital I was putting aside to start my enterprise. I don't believe \$100 is sufficient on its own. Any bricks & mortar business needs hundreds of '000 \$. Dependent upon the type of business, it would need between \$2500 & \$10,000 to get off the ground failing leverage in other areas.

Although our costs are substantially less, the value of e-prospecting has been substantially diluted. Therefore, the costs, in effect, have increased. Even if a superb turnkey system is in place, it needs massive pre-qualified traffic and I believe personalized follow-up by the phone in many cases (dependent upon the business) is important.

Businesses need to be designed to be sustainable from the beginning. The cost of a quality dinner for two is not sustainable. If people go in with such limited resources, then they are adding to the 95% failure rate, which doesn't do their confidence any good.

Marrying quality products with a highly targeted audience is not a simple task to most; especially newbies and resources need to be optimized to make it viable.

Subscribe to Darren's popular "Success and Self-Motivation" Weekly publication,

"Avenues 2 Your Success" and receive the popular 7 course, "How To Give Yourself The Edge" FREE.
Subscribe: URL: <http://topliving.com>

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Jennifer Ambrose's Answer

I would spend it on a solo ad. The sites I recommend are:

<http://www.cashfromhome.com>

<http://www.homeofficedigest.com>

<http://www.thehomebizdigest.com>

<http://www.ultimatebizsource.com>

<http://www.workathomeneews.com>

<http://www.yourhomejob.com>

Jennifer Ambrose

<http://www.ambroseaccess.com>

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Frank Bauer's Answer

In this case I would spend the \$100 on pay-per-click search engine... or specially into Google AdWords at <https://adwords.google.com/select/>.

But before I would bet on any very targeted keyword phrase (and only very targeted ones!), I would calculate how much each single visitor is worth to me. I would stay well below that figure to make sure that I will make a profit.

And I would stay far away from paying only for banner impressions. :)

Frank Bauer

- Owner of www.add2it.com - Scripts & Services for Webmasters
- Owner of www.add2you.com - Do YOU want YOUR choice of a FREE laptop?
- Publisher of the More4you Newsletter
Subscribe at: subscribe-m4u@add2it.com

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Tom "Big Al" Schreiter's Answer

With only \$100 to spend, I would invest my money and time into getting hot prospects to my site. Here is how I got 2,000 quality prospects in two weeks.

You can purchase lists prospects or use pay-per-click to drive prospects to your site. That's sounds like an easy way to go. Just purchase a few thousand hot leads, send them an e-mail, and presto!

Nothing happens.

Why? There could be many reasons.

1. These hot leads thought your e-mail was spam.
2. These hot leads didn't know, like or trust you.
3. Your e-mail message was boring.
4. These hot leads weren't so hot. They weren't good prospects.
5. The web page you sent them to was boring.

Well, there are a lot of factors that could sabotage your "hot leads" e-mail campaign.

Here is an inexpensive way to get prospects and still keep most of your \$100.

You can use this technique to build a mailing list or to build an opt-in prospect list. It's a great way to reach prospects that you don't know.

How?

By using viral marketing. You are going to allow your initial contacts to spread your message all across the Internet.

Step 1: Create a viral message.

What is the most viral e-mail message that is passed on to friends?

Jokes and inspirational stories.

So let's find a good joke. That's not hard on the Internet. There are plenty of joke sites.

I am going to pick a joke about bosses. Employees love jokes about bosses. And they will forward my boss joke to other employees.

This is not only viral, it is target marketing. My market is employees who hate their job. So, I am reaching just the right prospects.

Step 2: Create a signature file that will send the readers of your e-mail to your website.

If you are not familiar with signature files, they are the P.S. at the end of your e-mail message.

People are lazy. When they forward (viral) your joke to their friends, they will simply forward the entire e-mail message – including your signature file.

Now your signature file (advertisement) is in front of qualified prospects with a smile on their face.

You must make your signature file interesting so that your prospects will have a reason to visit your web site. Here is the exact copy of the signature files I used to create over 2,000 qualified prospects in less than two weeks:

Are men better networkers than women? Here's proof:

<http://www.fortunenow.com/flash/networkers.swf>

I also used:

P.S. For a laugh and to see my wife's face, click here:

<http://www.fortunenow.com/flash/networkers.swf>

Both signature files sent people to a short 15-second Flash presentation. The Flash presentation was created by my 15-year-old nephew.

Cost? A six-pack of beer. (Just kidding. His mom wouldn't let me.) So, I took him to Starbucks as a reward for his one hour of "programming."

The signature files worked well because:

Are men better networkers than women? Here's proof:

<http://www.fortunenow.com/flash/networkers.swf>

and

P.S. For a laugh and to see my wife's face, click here:

<http://www.fortunenow.com/flash/networkers.swf>

created tension and curiosity. If your teaser lines are boring, they just won't work.

Because the flash presentation was funny, people passed on the link to their co-workers and friends. The viral effect was massive.

At the end of the flash presentation was an offer for 77 FREE Tips. About 45% of the viewers subscribed. Now I had 77 more chances to create a relationship with the prospect.

This technique was one of the cheapest, yet most effective way for me to create targeted, qualified prospects.

So what could you use for your signature files? Here are a couple of examples to get you thinking:

? Click here to see which picture looks like you.

? Click here to see a picture of my boss' face when I told him "I quit."

? Does your telephone bill look like this? Click here to see a picture of my bill.

? Click here to see a picture of my wife's stomach.

? Click here to see how a 46-year-old grandmother gets free tickets to visit her grandchildren.

? Want a four-day work-week? Click here to see how.

What do all these examples have in common? They are interesting. They create curiosity. And your readers will be directed to your web site.

So if you want more traffic, want more leads, or just want to build a huge opt-in mailing list, try creating a viral signature file.

Tom Big Al Schreiter is the author of the Fortune Now Newsletter, a generic training resource for professional network marketing leaders. If you'd like to read some free back issues, go to <http://www.fortunenow.com>.

P.S. For a laugh and to see my wife's face, click here:

<http://www.fortunenow.com/flash/networkers.swf>

(and this viral traffic builder cost less than \$100.)

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Allan Wilson's Answer

I would spend the entire \$100.00 with Google Ad Words. They have just introduced pay per click advertising for as little as 5 cents per keyword. That's a lot of bang for buck. I have found the sales results from Google Ad Words to far exceed any other form of paid advertising.

Of course you need to choose very targeted keyword phrases to maximize your results however with some research with overture's keyword

suggestion tool combined with Googles keyword suggestion tool you should find plenty of cheap keyword phrases for your business.

All the best

Allan Wilson

Discover the surefire superquick way to start an online business with reprint rights

<http://www.reprint-rights-marketing.com>

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Merle's Answer

If you know how and where to promote your online business you really don't need a ton of money. With the right tools and networking ability you can increase your site traffic easily. If I only had 100.00 to market my new business and know what I know now here are the tools I would use:

1) PayPerClick Search Engines: If you want to play you've got to pay. The days of the free search engine ride are pretty much over. The two major contenders in the PPC arena are Overture <http://www.overture.com> and Google's Ad Words <https://adwords.google.com/select/?hl=en> of course there are others but they don't have relationships with the other major search engines that these two have. Especially with Overture by bidding yourself into the top 3 or 4 bid spots for your key phrases you'll be able to get top billing on many of the other search engines as a "sponsored listing". Accounts are easy to set up and you set and control the amount you want to spend every month. For more info on PPC's check out <http://PayPerClickSearchEngines.com>

2) Buy Ezine Ads: Ezine advertising is still an inexpensive way to get the word out on your website. For literally pennies on the dollar you can reach thousands with your message. Make sure you create a few good ads just for this purpose, standard being 5 to 6 line text ads, no more than 65 characters per line. You can subscribe to ezines you're interested in advertising in first to see what the content is like, and how many ads are in each issue or you can seek out newsletters in popular directories like The Directory of Ezines <http://www.directoryofezines.com/> or bid on ad space at <http://EzineAdAuction.com> (shameless plug). Make sure you're dealing with a reputable ezine publisher before placing your ads and use a tracking link so you know how effective your ads are and how many people are clicking on them. Top sponsor ads and solo ads will do better than a regular classified.

3) Press Release: If your site is new try to come up with a news worthy angle and create a press release. Make sure it's not just a sales letter but contains real news. If you can try to tie it into current events or the holiday's. You can submit them free at <http://www.prweb.com/>

4) Link Swaps : Finding other sites that cater to your target market and arrange a link swap with them. Swapping links is very important as long as the sites you seek out are related to what you do. This will help with the search engines and your link popularity. It will also add to your site making it a hub of useful information for surfers.

5) Publish an Ezine: If you're going to have an online business you **MUST** publish an ezine. You can't have one without the other, at least not effectively. Most people will not buy from you the very first time they visit your site so you need a way to communicate with them and maybe sell to them down the road. An ezine builds trust and very important when it comes to bringing in repeat traffic to your site. For more information on how to start check out <http://EzineUniversity.com> - Decide from the start if you will house your list in-house or source it out to a third party service. The minimum to publish is once a month, twice is better.

6) Discussion Boards: The Internet is all about community which is why using and posting to discussion boards is important. By helping others with their Net problems and offering them solutions you'll come across as a dependable, trustable source. Just make sure to include a good signature line in your posts. The signature line will bring the curious to your site which helps with traffic. For help with signature lines see this article <http://www.bookbooters.com/art00013.asp> One of the best discussion boards online today is Anthony Blake's at <http://www.ablake.net/forum/> you can learn a lot about marketing and promoting a web business just by lurking there. Some of the best in the biz hang out at Tony's place.

7) Release a Free Ebook: Ebooks when given away freely are a great viral marketing tool. If you're selling an ebook you could put together one chapter as a free download to entice buyers to purchase the entire book. You don't have to sell ebooks though to benefit from them. You can create one on any topic that relates to your website, make sure to include links to your site in it and upload it to the various free ebook directories and also offer it as a free download from your own site. You'd be amazed once they start circulating just how far they can go. To learn more about ebooks go to... <http://www.ebooksnbytes.com/> Ebooks can be created with free or pay for software, the options are endless.

Merle

<http://EzineAdAuction.com>

"Where Some of the BEST Deals in Ezine Advertising are Made" also <http://Merlesworld.com> and <http://MCPromotionsPress.com>

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Acely Gaspard's Answer

This isn't an easy question because \$100 doesn't go far in terms of promotions. Imagine that your promotional efforts are on a scale. On one side of the scale you have time and on the other you have money. The less time you invest the more money you'll need. The more money you invest the less time you'll need.

If I were a newbie online with \$100 dollars to spend knowing what I know now, I would take two steps.

1. Focus my business

Cost = \$0.00

2. Invest in the vehicle that will help me to achieve success.

Cost = \$0.00 - \$100.00

Step 1:

a.) I would start by doing a search on a number of the keywords that relate to my business. This will help me see what's going on in the market.

b.) I would focus on what my business is really about--that is, define my core business and cut out all the extras.

For example, if I'm providing software for businesses, I would keep only those parts that are related to the core of the programming business, which might include consulting, maintenance plans, software implementation, and training. If I also provided business and marketing information then I'm clearly expanding beyond the core of the programming business, and this is the sort of service I could eliminate. These eliminations would allow me to focus and develop an expertise in programming.

c.) Next, I would look for a void in the marketplace, some product or

service that is missing or done poorly, and if it fits with my core business, I would enhance this aspect of my business.

d.) I would focus my mission statement, USP (Unique Selling proposition) and advertising messages. You want all your employees, suppliers and customers to receive a strong message rather than a bunch of mixed messages.

e.) I would make sure my web site copy is crystal clear, because a confused visitor is one who will leave your site in a matter of seconds. You want visitors to do one thing when they reach your site, whether it be signing up for a newsletter, providing feedback, or becoming customers, so you have to make it easy for them. If you give them too many options they'll get confused.

f.) I would define my customers' traits. What do they want, what do they like, what are their attitudes, how can I think like them, and where do I find them?

g.) Once I have an idea of my "typical" customer, I would then devise a plan to reach them.

Step: 2

If you promote your site blindly, trying many of the promotional techniques that exist on the web (some are good, but a lot are a waste of your time and money) you'll need to allocate a huge budget, and that hurts!

In this step I would invest my \$100 in a vehicle that will help me achieve success, and the best vehicle for success that you can invest in is the RIGHT information. From my 18 years of business experience I can't stress enough the importance of having the correct information at the right time.

I could quickly go through my \$100 dollars by placing a few e-zine ads and

hope for the best, but If I didn't get enough response to cover the cost of the ad, then I'm out of money – Game over. Or I could purchase some keywords from pay per click search engines and get some guaranteed visitors, but \$100 doesn't go too far with the increasing price of keywords. Again \$100 is gone and game over. Promoting by trial and error is a tough way to get started

On the other hand, when you have invested in knowledge you can use that time and time again for the rest of your life. Experiment later, after you have had a taste of success, not before. Get information that will get results, apply it, and then progress from there.

Knowledge is power. Start by identifying the information you'd most like to have. For example:

- The best sure fire way to drive the right traffic to your site.
- How to effectively get your products listed on thousands of sites on the web and persuade people to eagerly sell your products and services, thus costing you zero dollars in advertising.
- How to obtain the customer base that would normally take years to acquire and thousands of dollars in advertising to create, and get those customers to purchase your products.
- How to send out an e-mail, go to bed and wake up with thousands of dollars in your account without the headaches of filling a single order.

The next step, of course, is determining where to obtain this knowledge. Here is how I would search for the information I need:

- Go to <http://www.alexa.com/> and install the Alexa toolbar. This shows

you essential information about the site you're visiting, such as its popularity and where other people have gone after visiting it. So if you're at a certain site you'll have an idea of what that site's competition is.

- Search for the topic you're looking for in your favorite search engine. When you visit a site of interest you'll have a number of other related sites provided by the Alexa toolbar.
- Ask others for recommendations for a good information package related to your business, or if you have found a resource but are unsure of its value, ask others for their opinion. You can do this by visiting a business or marketing forum Such as Anthony Blake Online - Entrepreneurial Success Forum <http://www.ablake.net/forum/> Or use your favorite search engine and search for marketing forums or business forums.
- You can also search for product reviews. For example, search for "marketing products reviews".

The internet is an extremely valuable resource in this information age!

Information that results in superior knowledge is the key to success for any business.. I created a formula a while back called H.O.P.E.: Harness Other Peoples Experience. Use the experience of others to avoid making the same classic mistakes as others have before you. Once you get a taste of success, you can always try more risky and creative marketing strategies.

This is the best advice I can offer you in response to this question. If you follow these steps, you can invest \$100 in information that you can use for the rest of your life! That's the best return on your investment.

Acey Gaspard

www.atouchofbusiness.com

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Carmen Maranon's Answer

I honestly don't think I've ever spent that much on advertising for any of my businesses because if you know how to create an offer that's too good to refuse, you can usually get most types of advertising (ezines, web page ads, direct mail, and others) at no cost.

But, knowing what I know now, if I were an online business newbie and had an extra \$100 to promote with, I would invest it in targeted leads via Overture Premium Listings™ (<http://www.carmenapproved.com/overture.html>). Overture is a pay-per-performance search where you bid for the position you want your site to be listed.

I'm not too keen on search engine promotion because it takes too much time to learn each engine's different (and ever changing) algorithms. But, it doesn't change the fact that when I, along with millions of others surfing the web, look for something online, I browse over to a few of my favorite search sites to find the right information, service, or product.

Getting back to Overture... you want to bid for one of the top 3 spots for a particular keyword/phrase, known as Overture's Premium Listings™. They're definitely *Premium* because these sites will also be listed in MSN, Yahoo!, Lycos/HotBot, AltaVista, InfoSpace, Netscape, CNET, Netzero, and many others!

When opening your Overture account, you will have a choice between the "Fast Track" (\$199) and "Self Serve" (\$0) accounts. Choose the FREE

service because the only real difference is it will take 5 business days to approve and list your site, instead of 3. You'll need to deposit a minimum of \$50 into your account from where the cost of each of your clicks will be deducted. (Example: If you bid 35¢ for your listing, when someone clicks on your link, your balance will decrease by 35¢.)

So, never mind submitting your site individually to each of the big search engines. With only a fraction of the effort it takes the conventional way, Overture will list your site in search results across the Internet, seen by 80% of all active Internet users, in less than a week!

Carmen Maranon is the owner of ALACAR Interactive Media, Inc. (<http://www.MarketingChick.com>). She coaches her clients to develop their own unique marketing strategies as they build a strong, positive image online. Carmen is also the Editor of AimDIRECT Entrepreneur Ezine (<http://www.AimDIRECT-Ezine.com>), and Administrator of the "Internet Marketing Support Network" for Results-Only marketing and UNLIMITED support (<http://www.InternetMarketingSupport.net>).

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Eva Almeida's Answer

Answer: First of all, I would invest the \$100 in the best cover art that I could get designed. I would purchase 3D cover art software to create the design (they range in price and a list can be found at ebook-templates.com.) I prefer eCover Studio (\$97) since it is very easy to use for beginners. I would use it to design professional-looking covers for any

ebooks that I write. I must add that if you aren't interested in trying to create your own cover, it is worth it to invest the money in hiring a professional designer to create one for you. I maintain a list of reliable cover artists at: http://ebooksnbytes.com/ebook_cover_artists.shtml

A top quality cover boost sales significantly for any ebook or book that I have sold. Therefore I believe it would give me the best return for my investment over the long run.

Hmmm... that leaves me with three dollars.

I would most likely spend the balance of the money on pay-per-click search engines, which require you to bid on keywords. I'd visit payperclicksearchengines.com and look for newer Pay-Per-Click Search Engines (a.k.a. PPC's) that offer free incentives for signing up to make my dollars go further. An example of this is the relatively new 007Search (007search.info), since it offers a \$100 credit for signing up and I don't have to spend anything to do so. This would generate some instant traffic, if my keywords were popular enough in their search engine.

I know this advice may not sound very innovative, but it gets results. I guess I would treat myself to a specialty coffee with the last \$3 -- I never did manage to spend it. ?

Eva Almeida, eBooksNBytes.com

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Harmony Major's Answer

I use solo ads and joint ventures, and never really PAY for ads, so this is a

really tough question to answer. The two ezines that have generated the highest response for me, hands down, would be the Ultimate Traffic System ezine and ProBizTips.

» <http://ultimatetrafficsystem.com/advertise.php>

» <http://probiztips.com/advertise.html>

However, these both cost more than \$100. More like \$200. I said earlier that I rarely if ever pay for advertising, though I still DO use solo ads ... and the way I do this is by bartering.

If I can barter for at least one solo ad in a new ezine and get great results, I definitely know where to come back to when I need to find a good paid ad source. So, try contacting ezine publishers to BARTER for ads before you fill out that order form. You just may be surprised at the results!

HARMONY MAJOR

<http://WebsiteMarketingForCheapskates.com/c>

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Alexandria K. Brown's Answer

Whether I had tons of money or \$0 to spend on my online business, the one area I'd spend the most energy on would be writing articles and publishing them in my own e-zine. Then I'd ALSO get them published everywhere else I could. NOTHING has given me greater exposure and more targeted traffic than the click-throughs I get from the articles in my own e-zine and all the articles I have circulating around the Web -- in other people's e-zines and Web sites, and even a few print publications as well.

Best of all, this method is FREE -- it just takes time.

Because I outline this process, step by step, in my own “Boost Business With Your Own E-zine” tutorial package, I'd recommend using \$67 of the \$100 right there!

I'd put the remaining \$33 toward one month's worth of a professional list management service such as www.ConsultLogic.com or www.Topica.com that offers free HTML templates. Publishing in HTML will DRAMATICALLY help you stand out among all the text articles and ezines out there.

Alexandria K. Brown, “The E-zine Queen,” is author of the award-winning manual, “Boost Business With Your Own E-zine.” To learn more about this step-by-step tutorial and sign up for her FREE tips, visit <http://www.ezinequeen.com/>.

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Diane Hughes's Answer

This is a tough question ...

If I had to start over with just \$100 to my name ...

1. I would purchase a product with resale rights
<http://www.HighProfitSoftware.com> (\$67)
2. I would get a good webhost
<http://www.WebHost4Profit.com> (\$24.95)
3. I would join PayPal as my merchant account

<http://www.PayPal.com> (FREE)

4. I would barter for free ezine advertising

<http://www.leadlightningtools.com/soloads.html> (FREE)

Note: I wouldn't have an affiliate program yet, so I would trade the product for free advertising.

I would then have \$8.05 left ... I'd treat myself to dinner at McDonald's for all my hard work ... :o)

Diane Hughes is an accomplished Internet entrepreneur and editor of the popular ProBizTips Newsletter. Subscribe to her newsletter for more tips, tricks, and secrets of the trade -- plus get HUNDREDS of eBooks, software and tools just for subscribing! <http://www.ProBizTips.com>

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Milana Leshinsky's Answer

I always say that to get results, you need to either spend time or money. Since all you have for your project is \$100, you will need to put in some time into this venture. But remember, your profits will grow exponentially after the initial set up, so every hour you put in will equal another \$500 or more potentially.

After this brief pep talk, let me tell exactly what you should do with your \$100, step-by-step:

1. Decide what topic and what target audience you'd like to focus on - these are the people you enjoy dealing with, know something about them, and perhaps even a part of them. For example, a photographer can focus on other photographers, a mother of twins can focus on other families with twins, etc. Remember, your audience must be easily found, that's why make sure it's tight enough. "Mothers" is too generic, while "mothers over 40 with triplets" will be too hard to reach. Find someone in between these two extremes.
2. Put together a simple 1-page web site where you will offer something of interest to that audience to build your mailing list. For example, give away a fr-ee report helping families with twins raise their children unique, or gather 50 business ideas for photographers. A web site can be set up for under \$20, then you'd pay about \$6 a month for hosting it - a small price to pay for the profits you'll be generating.
3. In addition to offering fr-ee information on your web site, mention that you will be sending additional tips and resources to every subscriber. So basically, they're signing up to receive your newsletter, which will include a tip and a promotion (described later). Give your newsletter a name that they can recognize every time they see it in the e-mail.
4. Announce your newsletter to e-zine directories, use it at the bottom of your forum posts where your target audience hangs out and in the signature line of your outgoing e-mails, write and submit articles to other newsletter publishers who write for the same target audience... In other words, do all possible to get people to be aware of your newsletter and sign up for it.
5. While you are working on growing your list, find a bunch of good products that your target audience will be interested in. These are the products you will be promoting with each tip you send out in your newsletter. Remember, your tips must be excellent (that's why I suggested knowing and being a part of your audience in step 1). For example, if

you're targeting writers, they may be interested in a special software that helps them organize their writing projects. If you're targeting retirees, they may be interested in getting travel-related products. If you're not sure what to offer, survey your list of subscribers to find out about their interests and problems, then search for products that address them.

6. Make sure that every product you promote has a reseller (or an affiliate) program that pays at least 25%, ideally over 40% so you could join it and receive commissions for every sale you generate. If you find a product that doesn't offer an affiliate program, but you really want to promote it to your list, ask if the owner would consider starting one. Suggest using ClickBank.com (for digitally delivered products) or Quickpaypro.com (for all other products) to set up their own affiliate program, then join it yourself.

7. Every week or every month (weekly is more profitable) you send a tip, include a promotional piece for one of the products you've found. It shouldn't be longer than the tip itself, and the information you offer in the tip must be superb so people value your mailings and don't mind the ad. Include your affiliate link to earn commission from each sale.

As your list grows, you will see more and more profits every time you send out your mailing. The most important thing is to work on building your list, so you see more profits faster.

For most effective strategies for building your list and growing your online business, check out ASPOW at <http://www.aspow.com>.

Milana Leshinsky

Milana Leshinsky publishes a weekly tips, articles and resources for coaches, consultants, freelancers and other self-employed professionals. Subscribe to ASPOW's Insider at <http://www.aspow.com>

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Dirk Dupon's Answer

If I only had \$100 to promote my online business, here's what I would do.

First, I would write a special email course containing 4-6 lessons, about the subject of my business and give this eCourse away from my web site.

Of course, I'd make sure the lessons offer a lot of valuable info and solve a specific problem. When you write an eCourse you must make it one that many people would love to get their hands on.

Otherwise, nobody will request it :-)

(Here's an example of my 4 Day Ebook eCourse: <http://www.ebooks-made-easy.com/ebookcourse.htm>)

Then I would buy a new autoresponder account at <http://www.ebooks-made-easy.com/getresponse.htm> write 48 follow-up messages (weaven with links to my sales page), and create a pop-up window to capture my visitors email addresses from the page where I offer the free eCourse.

If there's one thing that I've learned doing business online, it's this... you **MUST** have an Opt-In list. Your Opt-In list will build your income and profits.

You can promote other products or affiliate programs to your subscribers, or announce new projects that you have started. All on autopilot. So, this is where I would gladly spend my \$100 :-)

Regards,
Dirk Dupon
<http://www.ebooks-made-easy.com>

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**Note: Feel free to give away this ebook to your
visitors, subscribers and customers.**

The End