



**116 ways to market your site
for FREE (and Almost Free)
Online and Offline**

by Darlene Hull
www.YourPerfectHomeBusiness.com

Plus this Bonus: "A Simple Course on Running an Internet Business"

Disclaimer

YOU ARE USING THIS BOOK AND ITS IDEAS ENTIRELY AT YOUR OWN RISK!

This book is not a guarantee of anything. It is just some great ideas I've discovered along a hard and arduous journey to Internet success. Times change – especially in the cyber world – at an astonishing rate. What was useful and legal yesterday may not be today. You need to be responsible enough to do the leg work and check the background information before you invest in any of these ideas. I make no guarantee anywhere that this book will or will not increase, decrease, expand, or suck the life out of your business. It's just ideas.

I have done my best to be thorough, responsible, honest, legitimate, and trustworthy, but, alas, I am human. I make mistakes. To save my neck and the necks of my family members, **your reading of this book constitutes an automatic assent that you will not hold me, my family, my pets, my best friends, or my business(es) in any way responsible for any failure or any situation negative or otherwise that these ideas may have incurred in your own lives.**

Let's be grown ups! In fact, I am also assuming that you are old enough (18+ years of age) to be able to do the due diligence necessary to see that these ideas are carried out in a legal, harmless, and ethical fashion. I do not assume legal responsibility of any kind from the information I present here.

Introduction

Having said that, my deepest wish is that one, or some, or all of these ideas will make you crazy successful in whatever endeavor you use them in.

Oh, and please feel free to share this book with anyone you like. However please note that this is a FREE e-book! You are welcome to use this e-book as a gift to your newsletter subscribers, a bonus to purchasers of your product or service, or a thank you gift to your affiliates. Feel FREE to pass this e-book along to anyone you choose. You may not, however, claim ownership of, sell or modify the contents of this FREE e-book in ANY way! If you give it away, you give it away for FREE and without making ANY changes.

If, as you're going through this e-book, you find links that no longer work, ideas that are no longer correct or (heaven forbid!) legal, or if you have an idea yourself that you'd like to share (I'll include it in any future editions with a hyperlink to your site, too!) please let me know by sending me an e-mail at darlene@mom-defrazzler.com.

Please be kind and don't use that e-mail address to send me your spam . Thanks.

Also, let me point out that this book is full of ideas that are free or almost free. If there is any cost at all involved with the idea I've marked it with this sign: **\$**
If there's no sign, it's completely and totally free.

Looking forward to your success!

Darlene Hull

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Bonus Section:

“A Simple Course on Running a Business”

You know the drill.

You sign up for your site, pay your \$97.00 and check out all the cool marketing tools. You then discover that – in spite of the promises that you just sign up and wait for your cheques - you still need to find a way to get that new site “out there”. All the tools in the world won't help if you can't get your site in people's line of vision.

You then find out the price tag of doing just that, and crumple in a heap in frustration. How can you afford to do that month after month – especially if you started this business to make money because you're broke?

What are you going to do?

It's true that most of the time paid advertising, carefully placed, is the most effective way to advertise. It is NOT, however, the only way. At the beginning, if you're willing to put in some extra elbow grease and time, you can market effectively for free. This manual will show you how.

The trick will be to take one method at a time, get it up and running and as soon as you've developed the system for using it and are comfortable with it, go on to

the next one. Keep them layered. Come at them from multiple angles. Be everywhere.

This system will alternate between online advertising and off-line advertising. If you keep a steady pace in both of these you will see great success.

You need to see that advertising is an investment - either of your time or your money, or both! No matter how wonderful your product is, you won't likely see instant overnight success. You can put that out of your mind. If it happens, great, but there's no guarantee that instant overnight success will mean long-term sustainability unless you have a great marketing system under your belt.

Now let me interject a small comment here: there are some ideas here that some will say are a complete waste of your time. It's very true that some of the ideas here will be a high cost time-wise for little return. However, I have seen people do very well in all of these areas. The trick is to try everything for a period of time, track your results, and then stick with what gives you the highest return. Some ideas (like Safelists and Traffic Exchanges) are great for when you have times where you're on the phone or doing something that doesn't require the use of your hands, and you can click and send while you're doing something else. Every little bit helps. Everyone will find the thing they like best and focus there. That's what this is all about – giving you as many ideas as possible so that you can move forward enough that you can afford great advertising.

Let's take a look at how the average Joe sees advertising. This is from Jay Levinson's book [Guerilla Marketing: Secrets for Making Big Profits From Your Small Business](#) (which I HIGHLY recommend, by the way):

1. The first time a man looks at an ad, he doesn't see it.
2. The second time, he doesn't notice it
3. The third time, he is conscious of its existence

4. The fourth time, he faintly remembers having seen it.
5. The fifth time, he reads the ad.
6. The sixth time, he turns up his nose at it.
7. The seventh time, he reads it through and says, "Oh brother!"
8. The eighth time, he says, "Here's that confounded thing again!"
9. The Ninth time, he wonders if it amounts to anything.
10. The tenth time, he will ask his neighbor if he has tried it.
11. The eleventh time, he wonders how the advertiser makes it pay.
12. The twelfth time, he thinks it must be a good thing.
13. The thirteenth time, he thinks it might be worth something.
14. The fourteenth time, he remembers that he wanted such a thing for a long time.
15. The fifteenth time, he is tantalized because he cannot afford to buy it.
16. The sixteenth time, he thinks he will buy it someday.
17. The seventeenth time, he makes a memorandum of it.
18. The eighteenth time, he swears at his poverty.
19. The nineteenth time, he counts his money carefully.
20. The twentieth time he sees the ad, he buys the article or instructs his wife to do so.

(written by Thomas Smith in London back in **1885!**)

Times have not changed much, have they?

This manual is all about how to get someone to see something 20 times.

For those of you who know all about setting up your business and just want a few more marketing ideas, just skip over this next bit, and jump right into the meat.

For those of you who are somewhat new to Internet Marketing, or who have been badly burned, gotten terribly confused, or who just want to get a solid foundation

under their feet before they go any further, please read this next part to make sure you're in a good place with the business you've chosen or to get help in choosing the right business to begin with. This will start you off on the right foot so you aren't wasting your advertising investment on nonsense or ill-founded business structures.

First You Need The Right Business:

Now, I'm a big believer in **not** re-inventing the wheel, so I searched out a great article that gives a very thorough set of points to use for assessing any business opportunity. Here it is:

How To Select A Legitimate Home Business



By [Trent Brownrigg](#)
Expert Author
Article Date: 2005-04-26

With an increasing amount of scams on the Internet posing as legitimate home businesses it is becoming more and more difficult to find a business opportunity that is not going to take your money and run.

So how do you find a legitimate home business among all the scams and schemes? Below I have listed some things you should definitely look for when selecting a home business opportunity...

Proven Business System - Is there a proven successful business system you can tap into and get up and running very quickly? You don't want to spend all of your time reinventing the wheel or trying to make a bad home business system work.

Length of Time in Business - I would not invest my time, money, and resources into any home business opportunity that has not been successfully in business for at least five years. Most scams, schemes, and other bad business opportunities will not make it to the five year mark. Therefore, you can greatly increase your chances of finding a legitimate home business by staying away from those that have not successfully been around for at least five years.

No Hyped Guarantees - Every home business wants you to think that theirs is the

best, so some fluff and hype can pretty much always be expected. However, you need to watch out for the business opportunities that overdue it.

For example, any home business that "guarantees" you will make hundreds, thousands, or even millions of dollars, in any amount of time, is flat out lying to you. There is no way that any business can guarantee you will earn that much and they certainly can't know how long it will take you to do it, if it even is possible.

Credibility - I would not join a business opportunity unless it is in good standing with the Better Business Bureau and other credible organizations. Plus it should have a good reputation with current and previous members. I suggest asking around at forums or doing a search for the name of the business to get some feedback on what others are saying about the company.

Product(s) - Is the product something that people will actually want and use often? Look for a business opportunity with products that are used regularly. This will help you tremendously in getting new customers as well as repeat business from previous customers.

Free to Join - Not every legitimate home business is free. In fact, many are not, but it is definitely a good sign if they at least let you check it out for free to see if it is for you. It is nearly impossible to build a successful home business without some monetary investment, so you will probably have to break into your piggy bank at some point. However, I would definitely be much more skeptical of an opportunity that does not let you have a free trial.

Free Website - You will definitely need to get your own website sometime in the future but when you are just beginning you probably won't have one yet. So the business that you are joining should provide free websites for you to use. Chances are that you won't be able to make changes to these or get them into the search engines, but you can at least send prospects to them.

Compensation Plan - When evaluating the compensation plan of a prospective business opportunity ask yourself these questions; How hard is it to get in profit? Can you earn a full time income with them? Are the income expectations reasonable (not full of hype)? There should be a clear compensation plan and you should earn commissions from your very first sale.

Lead Generation System - Until you get more experienced at marketing it will be very difficult for you to bring in very many leads on your own. Good business opportunities will have a way for you to purchase high quality targeted leads for a fair price.

Resources and Training - Every good home business opportunity should have a resource center that members can go to for support, training, and resources to

help them succeed with their home business.

Your questions should be answered quickly and accurately and there should be more than one means to get help. Members should have two or more of the following available to them at all times; upline members, email support, phone support, live chat, or a forum.

Well, there you have it... some very good criteria to help you in selecting a legitimate home business opportunity. Use the above information as well as your own instincts when selecting a home business and you should never get scammed again!

About the Author:

Trent Brownrigg is a successful internet marketer and home business mentor. Visit his [Work at Home Based Business](http://www.work-at-home-jobs-iowa.com) website at <http://www.work-at-home-jobs-iowa.com> and he will personally help you succeed with your own home business. Please subscribe to his "Biz Tips" Newsletter by sending a blank email to: workathomebiz@aweber.com

I agree with most of this – certainly following these guidelines will keep you fairly safe as you search out business ideas on the Internet. A free trial is one thing, but I would caution against signing up for a “free” business. There needs to be some investment, in my mind, to sort out the “get money for nothing” types from the more serious marketers. Also, if no one's paying any money, where is the money coming from to pay your commissions?

That having been said, you shouldn't have to invest your life savings, either. Be cautious and careful in your selection, and then go for it with gusto!

Then You Need The Right Niche

Don't fall for the “Everyone will want this” line. If you market to “everyone”, no one will buy. You need to find a niche to market to. You need to make your marketing VERY specific to that niche, and you need to make sure your product fulfills a need in that niche.

You also need to have a great understanding of that niche so you know how to approach your marketing.

Again, let me allow someone else to speak on this. Here's a great article to give you some ideas for marketing in the right area. Understand your niche, market to them according to their needs and desires, and you'll probably succeed:

Niche Marketing - How to Find Your Perfect Niche Market

© Herman Drost

If you don't find a niche market for the product or service you offer, you will most probably fail. Most newcomers who wish to do business on the Internet often market to everyone they can find with the expectation that everyone will do business with them. This is the same as throwing mud against the wall and hoping some of it will stick. They have not yet found their niche market.

What is niche marketing?

A niche market is composed of individuals and businesses that have similar interests and needs, which can be readily identified and that can be easily targeted and reached.

Finding a niche for your business means finding a great product or service for a highly targeted audience.

Here's the process to find your niche business:

1. Find a niche product or service you are passionate about - this will greatly improve your chances of being successful. Why? Because it's the only way you're going to be able to devote the kind of time and effort to create a meaningful web site, build up the right traffic, generate worthwhile income, and enjoy what you're doing.

2. Choose a niche product or service you are knowledgeable about - reflect on what skills, hobbies or products you know the most about. If you don't have the knowledge yet, then choose a niche product that you would love to promote, then spend the necessary time to research it, so you can eventually become an expert in your marketing niche.

3. Define your niche market - do the necessary research to see if there is a

market for your niche product. To create a profitable business for your niche product, you need to ask yourself these questions:

a) Is there sufficient demand for it? - if you choose a field that is too broad it may be hard to stand out from the competition i.e. camping equipment is your niche product. Well, unless you are a large corporation such as Sports Authority (a large retail store in my town), you won't stand out from the crowd. However, a more highly targeted niche product could be Coleman Camping Equipment.

b) Keyword research - use keyword tools such as the [overture suggestion tool](#) or [wordtracker](#) to how many people are searching each month on keywords related to your niche product.

Here's an example:

According to overture (at the time of writing this article), the keyword phrase "camping equipment" was searched 76164 times in one month. If you do a search on [Google.com](#) for camping equipment you will find 1,610,000 web sites show up - heck, that's too competitive.

However "Coleman camping equipment" generated 1242 searches in one month according to overture. [Google.com](#) shows 93,200 competing websites. That's much better though still somewhat competitive.

Tip: Notice how not many web sites (even the top ones), don't have "Coleman camping equipment" in their titles. This is just one way to create a high ranking on the search engines for your newly targeted web site. This will then provide lots of targeted traffic to your site.

c) Take a survey – you may already have products or services that you're selling to your customers. If so, ask questions within your survey about what product/service would help your customer's business. If it can help them save time by gaining more knowledge or automating tasks, you could have a winner.

d) Create Your Own Unique Selling Position (USP) – study your competition to find out what they emphasize about the product which makes them stand out from the crowd. Then decide on something that will make your business unique from the others. It could be something unique about the product (i.e. discount Coleman camping equipment) or you could choose a more highly defined target market (i.e. boyscout organizations and clubs throughout the USA).

4. Build and promote your web site - to develop a profitable web site for your niche product you need to create a number of informative pages that will not only attract visitors from the search engines, but inform and move them to

purchase from your site.

Read my article, ["How to Create a Web Site That Sells"](#)

Niche marketing is the key to developing a profitable business that will make you stand out from the crowd. By doing the necessary research and building an informative web site, you will become an expert in your niche marketing field.

Niche Mini Site Examples:

[Baby Names Guide](#)

[Hair Style Guide](#)

[Lose Weight Guide](#)

[Self Help Guide](#)

Herman Drost is the author of the new ebook ["101 Highly Effective Strategies to Promote Your Web Site"](#) a powerful guide for attracting 1000s of visitors to your web site.

Subscribe to his "Marketing Tips" newsletter for more original articles at: subscribe@sitebuild.com. Read more of his in-depth articles at: www.isitebuild.com/articles

If you want more information on this aspect, click here:

<http://www.YourPerfectHomeBusiness.com/recommends/findaniche.html>

I did this when I started my "[Successful Home Business for Moms](#)" website. My program will work for everyone, but the target audience of my main business (the [Mom-Defrazzler](#)) is, obviously, Moms. I then designed this home-business program just for moms and market it just to moms.

Do others sign up for it anyway? Yes. I also have a "generic" page for people who aren't moms called "[Your Perfect Home Business](#)" but I don't put much effort into that one, I just let people find it "by accident" or refer them to it if they come to me and aren't a mom. The material inside the course is identical.

You Need Your "Why"

Setting up and maintaining a successful home businesses is not for the faint of heart. It's hard work. Don't let anyone tell you otherwise.

When your e-mail contains post after post announcing your commissions, you don't need a lot of encouragement. However, when you're surfing sites, learning to write ads, testing those ads, designing yet another way to get the message out, etc., life as an entrepreneur can be very tedious and demotivating Indeed.

If you're going to succeed at all, you need to know why you're doing this, and it needs to be a whole lot more concrete than "'cuz I want to make buckets of money in my underwear".

You need to take time to do this well. You need to have a VERY clear picture of why you would be crazy enough to do this in the first place, and at what cost.

Again, here is a GREAT article on just that subject:

*If a man knows not what harbor he seeks,
any wind is the right wind.*

-Seneca

What's Your Why?

by Brandon Lurato

This may be the most compelling word of all. "Why". It motivates people to think and wonder. Children ask "why" of everything.

The reason "why" is so important in human thought is that thought revolves around meaning. If something has no meaning to us, we ignore it. When it takes on meaning, we fix our attention on it.

Without meaning, there is no internal motivation or purpose to take action and depression sets in. Without meaning, we don't feel alive. That's why it is so valuable to set goals for yourself. When we have a goal

on which to focus, our life tends to reorganize itself around making it happen. The resources, solutions and answers start to appear.

Deep within you, you know what you are designed to do. There is a voice, a feeling, a sixth sense that tells you. We all have experienced the feeling that things would unfold in a particular direction, for a particular reason...destiny, fate.

I believe that all of us “know” our calling. We just fail to NOTICE. Marsha Sinetar wrote a book titled “Do What You Love, The Money Will Follow”. In my experience, that's true. Things may not turn out as we originally hoped or expected, but the path is worth following.

Our interests and impulses are messages we should listen to. Follow your gut instinct. As Emerson said, “Desire is possibility seeking expression.” So, if something fascinates or fulfills you, you really should take notice. Your natural path may be calling you.

The key to tapping this growth potential is beginning the process. Take the first steps; act on your impulses. Find ways to enhance the world through your actions. Don't start by looking at yourself, start by looking around you. What are you concerned about? How would you change the world if you could?

Growth doesn't occur without change and reaching out. Only when you step out of your comfort zone will you be able to reach out to help others. Encourage those around you to tap into their hidden potential, there lies greatness inside all of us. Wake it up!

Your job is not to fully understand the world, but simply to enhance it. Make it better because you were here. Whether that be through an entertaining performance, a beautiful sculpture, a simpler solution, a kind gesture or a global movement. Grow where you are planted and branch out to connect with and help others.

Where Do You Look—Inside or Outside?

Goals that involve gaining something can be very powerful. Goals that involve giving can be even more powerful. When we connect with a cause outside of ourselves, we have more of an influence on others. Can you think of any of the best known businesses that did this? Apple computer was founded with the goal of making technology work for everyone. Ford Motor Company built cars that the average person could afford and use.

Disneyland was created to become “the happiest place on earth.” The New York Times informs us daily with “all the news that's fit to print.” The great insurance companies began as a way for people to share the expense and reduce the impact of loss or disaster.

Look around you again, what do you care about? What would you change? Look wider. Examine your daily life, your community, your family, and your business. What are you concerned about? What would you change? What inspires you? Maybe you can change things for the better. Maybe the seeds of a greater contribution already live within you.

Write down your thoughts. I always say: If your life is worth living, it's worth writing down. Notice what excites or bothers you. Think about it. How could you initiate some actions that would inspire new possibilities?

Grow where you are planted. Then branch out toward even more. Move toward your “why”, your purpose. Toward meaning. Meaning and Fulfillment

“What's nice,” Walt Disney said to his friend and coworker, Mike Vance, “is to be grown-ups like we are . . . and to remember the kids we were back then.” Then he asked Mike, “Do you know what's even nicer than that? It's to be grown-ups like we are, remember the kids we once were, and to know that we have become the person that, as a child, we hoped and dreamed, someday we might become.”

“That's called fulfillment and it's something every human being dreams to achieve.”

Fulfillment is what happens when an acorn becomes an oak, a nurturer becomes a nurse, an explorer pursues a quest, or when a message finds its medium. You and I experience fulfillment whenever we are making a difference. If we are doing something that matters in some way, we tend to smile inside. And this shows up in the quality of our work. Not only do we feel better, but we feel better about ourselves.

We need to know that what we do counts. We need work that fits our values and talents, something for which we are suited. If we don't find meaning in the job itself, we must bring meaning to it through the way we approach it.

Fulfillment comes when we spend our energies on what we care about, believe in and have talent for. Psychologist William Glasser said, “If a job

utilizes talents, appeals to interests and relates to values, it will be fulfilling.”

People need purpose. We need to define our “why”. When we’re not planning and working towards something, our life starts to diminish, it starts to shrink. There are many examples of the fact that the more purpose we have in our life, the longer we live.

We need a definite major purpose, some reason to get out of bed in the morning. Something to challenge us. Brain research has shown that if we keep ourselves intellectually challenged and stimulate the mind we may actually cause brain cells, called neurons, to branch wildly and establish new connections. So stimulate your brain with a purpose and challenge your thinking!

We must have a purpose, because it’s the source of the life energy that makes our lives meaningful. Setting goals is so important because it gives us a purpose to live. That’s why people say you’ve got to have a dream, a vision.

Funny thing, purpose doesn’t come from outside us, it always comes from inside and it goes out toward others as some form of service or self-expression.

Are you living the life you were meant to live? When you identify the big purpose, your “why” that you want to go after in life, all of a sudden the life energy you need starts coming in to you to fulfill that purpose.

And you can do this at any age! How much you have lived doesn’t have anything to do with this. Look at examples of people who started when they were young with a clear purpose, or people who started much later in life.

We often need a cause larger than our skills in order to grow. Thinking Big, Dreaming Big is allowed and, in fact, encouraged! Remember that the last time you felt really alive—a time when you were doing something that stretched your abilities and sharpened your skills, your mind and body were very active. Your purpose or goal no doubt tested you and made you greater than you had been before.

Only then did you feel fully alive. When there is a reason to grow, there is room to grow and a natural path to follow.

Follow your dreams and pursue them with a passion.

Brandon Lurato, motivational speaker, author and trainer shows people how to get more out of life. He welcomes comments and feedback at biurato@frontiernet.net

And Finally, You Need To Focus:

If you're in any kind of Internet marketing you probably see about 300 opportunities a day. Many of them are junk, but there are many great opportunities out there. Good marketing makes us feel like we might miss out big-time if we miss "this one". We feel the need to sign up for everything that comes our way. This is where we get into trouble!

As long as you have a legitimate business that focuses on the guidelines mentioned above, you will probably succeed **IF YOU FOCUS**. Regardless of what the hype says, most businesses will take a *minimum* of 6 months to a year (VERY conservative estimate) to see significant results. If you quit before then or try and promote too many different things at once, even the best business opportunities will be unsuccessful for you.

Here's another great article that will help you understand this better:

Focus and Determination = Success

FOCUS

As you're building your business, you can choose to win or lose. No one sets out to lose, but they do, because they simply do not stick around long enough to win. Winning requires hard work and focus. Focus on what you need to get done and don't stop till you get there.

When you're first starting a business, it may seem like you're not getting anyplace or it's slow, but the best things usually follow the difficult times. You have to learn to FOCUS and stick with things.

Focus on how you CAN do something and not why you can't.

Can't NEVER did anything.

Ever met a person that tells you all the reasons why something WON'T work? That's why they are sitting in a dead end job. They don't know how to think out of the box, or run with something but then they don't want you to be successful since they can't.

If your friends are negative and whiny get some new friends. You become like those you hang around with so look at those friends. Do you want to be like them or would you rather be like those you admire and look up to.

GET GOING

All too often when the going gets rough, the weak give in and quit, and quitters never win and winners never quit. You can fail your way to the top if you just keep on going. Failures are simply temporary setbacks, however on the other hand if you let them defeat you, defeat is permanent.

We only go around once in life, so we want to make the most of it. If you learn to focus on where you want to be down the road, and blaze a trail, create a plan and work that plan you will arrive.

Talk to successful people not negative ones. Successful people have vision and focus. Negative people are fortunate if they can find their way to the refrigerator for another beer.

START YOUR JOURNEY NOW.

I like to think of building a business as a journey, like going on a trip. How far do you think you'd get if you jumped into your car to start across country, from Florida to Washington without a road map, compass, or even sense of direction?

You may think you want to go to Washington, but unless you have some sort of map, guidelines or some solid directions, you could be driving for years and not arrive. You need a plan, a road map and real directions.

BUILDING A BUSINESS TAKES A PLAN

Why should a business be any different? If you do not have a solid plan and plan to work that plan, with drive and focus you'll be lost and forever wandering around wondering why you are not getting any place. You could go in circles for years.

Create that plan. Take all the shots, and go for it.

Remember you miss 100% of the shots you don't take, so SHOOT for goodness sakes. You also reap what you sow, but if you don't sow, how do you expect to grow?

Replace the "THINKING about it" with ACTION and get going. Don't stop and think of all the rules, and reasons or conditions of the field - Just PLAY.

If we lived in a perfect world and everything fit in perfectly challenges would not exist but then neither would the victories. Victory is sweet, but before you can win you have to play in the game.

JUMP IN NOW!

Just buckle down and go to work and JUST DO IT.

What are you waiting for, FOCUS and go for it! I love watching people grow into great leaders, and it's fun when they realize they can succeed.

Success comes after hard work, but it's worth the effort. If you don't get started though, or learn to focus and keep your eye on the target, you'll be going in circles forever and ever.

Start today as tomorrow NEVER comes! Today is the only day you know you have. Go to work and focus.

Your FUTURE is waiting for you. It starts TODAY.

Diane "AKA MLMBlonde" Walker is a professional network marketer that has build her business using the power of the internet. She has also developed MULTIPLE income streams and is committed to helping others reach their dreams.
<http://mlmblonde.com>

If you discover while you're building your business that you are unable to focus or finish or organize anything to the point of completion, consider the fact that you might be ADD. I discovered completely by accident that I was. I needed to learn a whole new way of looking after my business because of it. Here are some tools and sites that helped me do that:

<http://www.YourPerfectHomeBusiness.com/recommends/simpleology.html>

<http://www.YourPerfectHomeBusiness.com/recommends/instantaddsuccess.html>

<http://www.YourPerfectHomeBusiness.com/recommends/thrivewithadd.html>

Ok, 'nuff said about all that. What's next?

Necessary Tools

The next step is to make sure you have a couple of excellent tools so that you don't waste your time with your marketing.

1. **The first tool you need is an Ad-Tracker.** There are dozens of fancy ones on the market, but you just need something simple to tell you where you're getting your traffic from. Here are some to try:

<http://www.YourPerfectHomeBusiness.com/recommends/clickaudit.html>

<http://www.YourPerfectHomeBusiness.com/recommends/linkguard.html>

<http://www.YourPerfectHomeBusiness.com/recommends/trackthatad.html>

Every link you use should be tracked. If you're using three ads in several Traffic Exchanges, you need a different URL for each ad and each traffic exchange. That way you know that you got 7 hits for ad number one at traffic exchange number 2, for example. It's a pain to set up, but it's going to save you tons of time and money in the long run!

The only time this program doesn't work well is in offline printed material (you don't want anything complicated to type in) so you need to track in different ways.

- You can get an account at <http://www.YourPerfectHomeBusiness.com/recommends/opportunity.html>. This will give you the ability to make 10 different links that you can track that are easy for your customers to type in. URL's like <http://successfullady.opportunity.com> for example.
- You can create a different lead capture page for each piece of advertising you do and use one URL with different divisions, like "<http://YourPerfectHomeBusiness.com/bc> for your business card for example. You then use a program like <http://www.YourPerfectHomeBusiness.com/recommends/statcounter.html> to track how many clicks each piece received.

Here's how you use a tracking URL to test your ads/links, etc. This is by Eleanor Edwards of "[The Custard Slice](#)":

Here's a quick tip to let you know how to determine your conversion rates on your traffic exchange programs.

First, the tools you'll need are:

- An ad tracker
- A lead capture page w/autoresponder
- And a calculator

The first step is to track unique clicks versus raw clicks. I do this by inserting my ad tracker URL in my traffic exchange program.

When someone clicks my ad, the tracker redirects them to the site I'm advertising and I get a lot of useful information fed back to me. I mainly advertise a lead capture page.

So far I have been getting daily subscribers from [this page](#)...

But maybe you're like me. I want to know the "numbers" of how many people:

- Viewed my ad
- How many clicked my ad
- And how many subscribed to my lead capture page

Are you like that too? Ok, here's the nitty-gritty of how I do it...

The first thing I do is log into the traffic exchange and get my stats for my ads and note the number of ads displayed so far.

For this example let's say my 'ads displayed' is at 1,000. A week or so later I check the stats and now they show 5,000.

That means 4,000 ads have been displayed right? I then check my ad tracker and see how many clicks I've received.

Let's say it's 50 clicks...Now it's time to break out the calculator...

50 clicks out of 4,000 ads displayed = 1.25% click thru rate.

At this point I would check to see how many people filled out the lead capture page. Let's say it's 15...

I do the maths one more time and I get: 15 subscribers out of 50 clicks = 30% subscriber rate.

Now there is one more vital piece of information left to figure out... How many sales or paid sign-ups did I get?

Let's say it's 5. That would = 33% How much money would that be? Let's say \$25 monthly residual.

All this maths may be making your head spin and I hear you!

But why is testing so important?

I would like to share a very interesting scenario with you...

What if I changed the headline of my ad and it brought in double the clicks?

What if all the other %'s were the same and I just increased the click through rate?

Well, all the numbers would double and therefore I would be making more income per month. I would now be at \$50 per month residual from the same amount of ad impressions.

This is crucial to your success in any type of marketing online. The problem is not many people want to do this and most don't know how.

2) The second thing you need is a good ad.

It takes a lot of time and patience to write a good ad, but there's no point in investing hours in your marketing if your ad stinks.

Here are some links to some GREAT helps and tools to write an ad that does the work:

<http://www.YourPerfectHomeBusiness.com/recommends/HMGoodstuff.html>

Here's another free resource you can check out:

<http://www.YourPerfectHomeBusiness.com/recommends/HeadlineCreator.zip>

Now, to help you get your creative juices flowing, here's an excellent article on "Headlines" for you to read through:

Key Headline Qualities - 6 Keys To Surefire Success With Your Headlines

By Robert Boduch

What are the key headline qualities that work every time?

Why do some headlines produce extraordinary results?

Truth is... winning headlines all share the ability to cut through the clutter of competing messages to deliver a hard-hitting, unmistakable message to a specific group of prospects.

Great headlines are those that not only get noticed, but also draw the reader inside with a magic-like spell. Whenever you find yourself reading deep inside the body copy of a message, chances are you were pulled inside by the magnetic appeal of a carefully constructed and targeted headline.

The most successful headlines contain at least one (and many times, several) of the key headline qualities listed below. When writing your own headlines, review this list and make sure you're on target.

Key Headline Qualities - #1: Great Headlines Are Arresting.

Job one for any headline - whether it's a display ad, brochure, or sales letter - is to arrest attention. Without first capturing the eyes of your prospects, your message doesn't stand much of a chance. Without a powerful, concise message, prospects will be gone elsewhere, in the blink of an eye.

Living in the midst of the information age, each of us is inundated with a huge, continuous explosion of messages from all directions and an unlimited number of sources. It can be overwhelming at times - even futile - when we realize how impossible it would be to pay attention to it all, even with 48 hours to a day!

With this in mind, your headline has to make the reader stop dead in her tracks to ponder your idea, concept, startling statement, or intriguing question. Your headline's mission is to consume your reader's focus, capture her imagination and momentarily mesmerize with your captivating collection of words.

Key Headline Qualities - #2: Great Headlines Are Interruptive.

Customers and prospects are mentally pre-occupied with various thoughts of their own. Every prospect is busy living her life. An interruptive headline has the ability to shift the reader's attention and focus from their current thoughts, towards your message. It's a break, a temporary thought suspension that you want to create with your headline.

Being interruptive means being able to get the prospect to shift her concentration with something that is new, timely, or important to her life - something that is sure to get attention. To pull this off successfully requires a good understanding of your target market and a powerful headline that addresses a deeply held desire or solution to a problem.

Key Headline Qualities - #3: Great Headlines Are Provocative.

The provocative headline is one that instigates a reaction in the reader. It delivers a mental nudge, designed to involve the prospect in some way. A provocative headline is difficult to ignore - particularly when it's narrowly focused on a specific audience - because it tempts, teases, or tantalizes the reader.

Provocative headlines command the attention of those they address by asking questions, delivering surprising or shocking statements, and by establishing a connection to a news story or event.

Key Headline Qualities - #4: Great Headlines Are Compelling.

A compelling headline draws like a magnet because it hits at the heart of the reader's deep desire. These headlines pull the reader inside. They fuel an existing desire for more by offering a huge promise - something the prospect wants, and wants badly.

The secret to a compelling headline is the suggestion of a payoff of some kind. The closer the match between promised payoff and deeply rooted desire, the more effective the headline will be.

The compelling headline places a powerful thought in the mind of the prospect - something she cannot easily forget. It stays with her until the desire has been satisfied, (often by placing an order) or, until she loses interest. The anticipation and desire builds so the prospect is literally compelled to stay with the message to satisfy a nagging hunger.

Key Headline Qualities - #5: Great Headlines Arouse Curiosity.

Prospects are pulled inside to the heart of a message by their desire to find out more. Often it's the result of a surprising statement, shocking news, a new discovery, or a new way to solve an age-old problem. The best curiosity-arousing headlines combine curiosity with a major benefit of interest to the prospect.

Once the reader's curiosity has been piqued, her interest naturally intensifies. The more thought she gives to the subject, the stronger the curiosity grows - as well as

the desire to satisfy it. What it all boils down to is greater exposure to your entire message over a longer period of time.

Key Headline Qualities - #6: Great Headlines Deliver Big Benefits.

It's these major advantages or benefits that all buyer want. Benefits represent the true payoff. Benefits answer the "What's in it for me?" question. Every prospect has their built-in radar set to a "benefits-only" frequency. It's the benefits you offer that win the attention and interest of your audience.

What is it your prospects would like to have or achieve? What problem would your prospect most like to solve? Headlines that present strong benefits are headlines that capture attention and interest. When you speak in terms of benefits, you're speaking your prospect's language.

Implement these key headline qualities in your ad copy and you'll attract a larger, more interested audience.

Robert Boduch is the author of more than two dozen books on advertising and marketing for online (and offline) business ventures. His latest book called Winning Website Sales Letters can be found at <http://www.redpepperpublishing.com/WWSL2.html> or check out additional books at <http://www.redpepperpublishing.com/Products.html>

Ok, now on to the real meat of the manual. . .

Free (and Almost Free)

Marketing Ideas

1) Online - Set up a Sig File

Put a signature file on your e-mail inviting people to check out your site. You should make a signature file that creates curiosity and interest. Here are some examples of one way to do that:

Click here to see a picture of the new car I won.

Click here to see why my neighbors think I am weird.

Click here to see what I do on Tuesday afternoons.

Click here to see why jobs stink.

Click here to see why my neighbor is jealous.

Click here to see my "before" and "after" picture.

See what I mean?

(These examples are from Big Al's Recruiting Newsletter which you can get for free here:

<http://www.YourPerfectHomeBusiness.com/recommends/sponsoringtips.html>)

You can also have a "joke of the day" or "thought of the day" set up on your home page and refer to it in your signature file so people can check it out. Create curiosity with your signature file. Don't give them wild hype – they'll avoid clicking like the plague!

If you don't know how to set up a signature file send a blank e-mail to: createsignaturefiles@getresponse.com and you'll get a step-by-step explanation in your inbox.

While it's important to take some real time over this to make it as creative and enticing as possible, you do need to keep it simple and professional. You want to attract serious people, not "get rich quick" types who jump from business to business.

Here are a couple more sites with good articles on signature files if you would like more ideas:

<http://www.YourPerfectHomeBusiness.com/recommends/sigfile1.html>

<http://www.YourPerfectHomeBusiness.com/recommends/sigfile2.html>

2) Offline - Use Your Answering Machine

At the end of your “Bob and Sue are not home. . .” message, put a quick little tag like “and if you'd like to get a free sample of_____ leave your name and number and tell me where you'd like me to drop it off”

You can also use one of your funky headlines like “If you'd like me to show you how to make your yearly income your monthly income, leave a message.” (see page 28 for ideas on great headlines and ads)

You could even leave a message like:

“If you're a telemarketer, leave a message and let me show you a much easier way to make a buck! Bob and Sue aren't home but if you leave your name and number. . .” etc.

Again remember your friends and family will be calling you, too, and you don't want to chase people away by shoving your business down their throat. Keep your message humorous, helpful, or simply direct them to your website for a word of the day or something like in your signature file. Don't use a REALLY long message – it will be frustrating for everyone. Keep it really short and sweet.

3) Online - Traffic Bars

Traffic bars are a great advertising resource if you've done your homework on your ad creation, and more specifically, on your headlines (see page 28). You simply install these toolbars on your browser, and as you go about your regular business these tool bars show you different headlines. If they interest you, you can click. If they don't ignore them. You see one person's ads, they see yours.

For these tool bars to work well, you need both a GREAT headline and you need to be someone who spends a lot of time surfing the net. Every time you open an new page on your browser, you get a different ad in the toolbar. Each ad that appears gives you a credit and opens your ad on someone else's toolbar.

Here are two free toolbars you can use:

<http://www.YourPerfectHomeBusiness.com/recommends/freetrafficbar.html>

<http://www.YourPerfectHomeBusiness.com/recommends/instantbuzz.html>

This is another traffic bar that works in exactly the same way as these other two, but instead of it generating free advertising for your site, it generates money. It's not, technically, a marketing technique, but it will generate some extra cash for your marketing efforts, so I've decided to include it here with the other traffic bars:

<http://www.YourPerfectHomeBusiness.com/recommends/agloco.html>

So, get those downloaded, get your great ad uploaded, and watch your clicks exploded (ok, bad grammar, but it kind of rhymed!)

4) Offline - “Elevator Speech”

It's very important to be able to explain what you do in just a minute. When you can define your business in a minute or less you have something you can place in an ad, share at a business meeting, use on your business card, etc. It's an incredibly useful tool. It sure sounds better than, “Hi, I'm John and I work with a great company who sells wonderful products and you can even start a business

that will make you thousands of dollars in less than a week". No one will take you seriously.

Your "elevator speech" needs to contain what you do, how you do it, why you do it, and what are the results. Sound impossible? Well, Big AI has a terrific **free** course that will show you exactly how to do it, and do it well. Sign up for it right here:

<http://www.YourPerfectHomeBusiness.com/recommends/fortunenow.com>

5) Online - Safelists

Here's how Safelists ideally work: you read everyone else's e-mail, and they read yours. In reality, most Safelist e-mails go into the Big Cyber Trash Bin and never see the light of day. If you're going to do Safelists well, you need a few secrets.

First of all, there are thousands of safelists, but not all safelists are created equally. There are those lists where everything simply ends up in the garbage file. There are others, however that have some great systems behind them, or the right kind of people reading them. The best ones are where people need to click on your ad to get points so they can send their ads. This takes a chunk of time each day. It's the kind of thing a person can do during ads while watching TV, while you're waiting for supper to cook (but SET A TIMER! - I've burned many a dinner on this one!), or one can just go through a bunch each time they read their regular e-mail. This is an area I hire my kids for. I always do some myself, but I have them do a chunk as well.

Secondly, you don't promote your business on a Safelist. You promote something that will help the person reading the ad, to promote THEIR business, which in turn

enables you to offer them information on your business. You then need to have a killer headline. Unless all the mails are going into an automatic delete file, there is always the chance that someone will see your headline out of the corner of their eye as they are "clicking all to delete" and look at it in spite of themselves.

Thirdly, there is a system you need to use to keep this from being overwhelming. Here's how that works:

- first you set up an e-mail account just for this. If your ISP doesn't provide an additional e-mail address for free or for a very little extra, you can try a place like [FastMail](#). This is the e-mail you have the Safelist ads sent to. You don't want them in your regular e-mail as it will take forever to get rid of them! You can expect about 200-300 e-mails a day, at least.

- Sign up for the following safe lists (these are the most responsive ones I've used):
 - <http://www.YourPerfectHomeBusiness.com/recommends/luckylist.html>

 - <http://www.YourPerfectHomeBusiness.com/recommends/listmachine.html>

 - <http://www.YourPerfectHomeBusiness.com/recommends/madvlad.html>

 - <http://www.YourPerfectHomeBusiness.com/recommends/adtactics.html>

 - <http://www.YourPerfectHomeBusiness.com/recommends/mailyourad.html>
(This last one is not really a safe-list, but it works in much the same way)

So, what are you going to advertise?

I suggest either advertising a helpful tool/e-book that requires a name and e-mail to get, or, if you're new or don't have such a thing, put your Safelists in a rotator (Pageswirl has a free one you can use to promote 5 at a time. Get it here: <http://www.YourPerfectHomeBusiness.com/recommends/pageswirl.html>) and then advertise all your safelists at once as a traffic tool. For example, you could have a headline advertising non-stop, targeted traffic (use your tools on page 28 to create a GREAT headline) but keep it generic so you can show the different links and get sign-ups for your safelists, enabling you to expose more people to your business.

6) Offline - What Do You Do For A Living?

Whenever you're with a new group of people, ask them what they do for a living. Common courtesy requires that they ask you the same question. Here's the best way to deal with that:

Give your elevator speech and then immediately switch back to talking about the other person. For example, I might say, "I run an online business that helps moms get from chaos to calm – but what was it you said, John (yes, use their name!) about just getting a promotion?"

Deflecting the conversation away from you leaves an incredibly positive taste in the other person's mouth. If your elevator speech was terrific, you will see that the other person will come back and ask you questions. If it was awful, they won't.

This is an idea from Michael Clouse and you can get more of them here: <http://www.YourPerfectHomeBusiness.com/recommends/nexera.html>

7) Online - Viral Sites

Viral sites are sites where people have to look at your ad – and several others -before they can sign up. When they sign up your ad moves up in the rotation, and then more people see it the next time around. This can increase exponentially rather quickly if you get enough sign-ups.

Again, people who use these usually already have a business and they're looking more for tools, tips, and tricks to build that business. Therefore, I recommend that you use your traffic programs in these sites as well. If you have a rotator that can take more URL's add these viral programs in, too. That way you can begin to build a large downline in these sites and then create a larger customer base for your own business. Here are the links for the programs I use regularly:

<http://www.YourPerfectHomeBusiness.com/recommends/freeviral.html>

<http://www.YourPerfectHomeBusiness.com/recommends/adsplit.html>

<http://www.YourPerfectHomeBusiness.com/recommends/freetrafficboost.html>

If you are wanting to use the rotator in all the ways I'm suggesting in this manual, you might want to invest the \$10, but not in the Page Swirl Pro one. You'll want a system that gives you lots of options – multiple responders with multiple slots. The ones I always use are from the New Plan Network. It's very simple to set up and they have many other useful tools as well to help you build your business. Here's the link:

<http://www.YourPerfectHomeBusiness.com/recommends/NPNMain.html>

8) Offline - "I'll bet you LOVE your job!"

Ok, this is an odd title. Here's the premise. Earlier I introduced the question "What do you do for a living?" as a great way to create a situation to introduce your business. That question obviously doesn't work when the person's serving you in their business. In other words, it's silly to ask a waitress what she does for a living when she's serving you in the restaurant. This is the question you use for those situations.

Here's why: people love to disagree with you.

Strike up a conversation with your server/host/clerk and then direct the conversation to the great aspects of the job - "You must meet a lot of interesting people here" or "I can imagine this could be a great place to advance in your career" or whatever. Then say something like "You must love your job!"

Now, because most people like to disagree with you and state their own opinion, they will probably say, "No, actually, I hate this job and I'm trying to find another one". If they do say something to that effect, you have an opening.

PLEASE DO NOT GIVE THEM YOUR SPIEL HERE ABOUT ALL THE WONDERFUL THINGS ABOUT YOUR COMPANY. Ask them questions about what they're looking for, try and get some "dreaming" from them. Listen VERY well. The goal here is to connect with them. Create a "moment". Then if they sound like someone who has some "go get 'em" attitude and vision, ask if they have a business card. If they don't, they might be willing to write down their phone number (it's amazing how many people will do this!).

Now, here's the trick. 48 hours later – two business days – call them back. Don't call sooner, don't call later. Assume they don't remember you. Refresh their memory and make sure they really remember you before you continue. THEN you can present your business.

This technique takes skill and practise. If you want a crash course in doing it very effectively let me recommend Michael Clouse's "**Prospecting Tool Box**" here:

<http://www.YourPerfectHomeBusiness.com/recommends/nexera.html>

He has a number of great ideas here and explains them very well so that you can immediately start to put them into action.

9) Online - Traffic Exchanges

Traffic Exchanges work on the same principle as Safelists, in that you get points for looking at other people's pages, and they get points for looking at yours. You get so many credits per page view, and the more you look at, the more others will look at yours.

They're all fairly similar in the way they function. Some, however, save up a portion of your credits for you to distribute manually as you see fit, so you need to watch for that and make sure you're not needlessly storing credits. Storing is great in preparation for a big "push" however, so if you have something special coming up, bank your credits and then use them to advertise the special.

Again, there is a technique here. You get a maximum page view of 30 seconds, but often as short as 10. In most cases (as I'll show you here) folks set up a browser with multiple tabs and just go from one to the other giving your page about 1

second to make an impact. You don't want a long complicated sales page here. You want to catch their attention with enough interest to have them fill in their information before they move on. For this you need a "Lead Capture" page or a "Splash Page"(as you saw above from the "Custard" explanation above on page 26. Most companies now include these in their marketing packages, if you're doing an affiliate program of some kind.

Ok, so here's how it's done:

First of all you need a few tools for these to work really well. Download and install the free FireFox Internet Browser if you do not already have it. Just click the image to get the download:



Install it, and then make a special folder under "Bookmarks" on the tool bar of this browser called "Manual Traffic Exchanges". That way you can open all your exchanges for the day at one time when you are starting to surf. (We're getting to that!). I would recommend that you download the Instant Buzz and Free Traffic tool bars onto this browser as well, if you normally use another one.

Next, you need to know that unfortunately there are unscrupulous people out there who plant viruses and spyware on your machine when you open their sites on your computer. To prevent this, please download the following protection onto your computer before "surfing":

A free anti spy-ware program:

<http://www.YourPerfectHomeBusiness.com/recommends/adaware.html>

and a free anti-virus program

<http://www.YourPerfectHomeBusiness.com/recommends/AVG.html>

Now, use the Firefox browser to sign up for each of the Traffic Exchanges which I will give you and once you've logged in, click the "Surf" URL and bookmark it in your "Manual Traffic Exchange" file in your Bookmarks on the browser.

Here are the sites:

<http://www.YourPerfectHomeBusiness.com/recommends/webmasterquest.html>

<http://www.YourPerfectHomeBusiness.com/recommends/fastfreeway.html>

<http://www.YourPerfectHomeBusiness.com/recommends/wolfsurfer.html>

<http://www.YourPerfectHomeBusiness.com/recommends/topsurfer.html>

<http://www.YourPerfectHomeBusiness.com/recommends/trafficroundup.html>

<http://www.YourPerfectHomeBusiness.com/recommends/trafficg.html>

<http://www.YourPerfectHomeBusiness.com/recommends/trafficswarm.html>

<http://www.YourPerfectHomeBusiness.com/recommends/webbizinsider.html>

<http://www.YourPerfectHomeBusiness.com/recommends/linkcrews.html>

I saved these last two for last because I want you to not only include them in your Manual Traffic Exchanges bookmark, but set up a different one called "Special Traffic Exchanges" for these two in addition.

<http://www.YourPerfectHomeBusiness.com/recommends/trafficsyndicate25.html>

<http://www.YourPerfectHomeBusiness.com/recommends/trafficpods.html>

These two exchanges work extremely well if you can manage 2000 clicks a week. That's 400 clicks a day, 5 days a week. If you can manage 7 days, it's a little less than 286 per day. You can surf them as a normal exchange if you like, but doing the full lot gets you MUCH more exposure. Whenever you have a spare minute or two, surf what you can on these. I also do this when I'm listening to a training call or a teaching CD or something where my head is occupied, but my fingers aren't doing anything constructive. The other thing I do is click on them when I start the row, click on them in the middle (this is where they're "filed" on my bookmark list) and click them just before the end of my row. That way they get clicked three times for every click on the other exchanges.

Do the best you can here, but really shoot for the 2000 mark whenever you can. Just don't stress about it! Get your family to help.

You can also do this while you're on lead calls or training calls from any other business you're in. Good mindless background work. Your goal is 50 clicks, but remember what I said yesterday - do my daily assignment first, and fill in the rest of the hour with your clicks and SafeList messages. On any day where you have extra time, do some more clicks.

So, you save the "surf" URL to your "Manual Traffic Exchanges" bookmark in your FireFox browser so they'll open automatically when you click "Open in Tabs" at the bottom of your bookmark list.

When you've got everything in place, simply :

- click on your "bookmarks" tab, click "Manual Traffic Exchanges"
- click "Open in Tabs" and you'll see each traffic exchange open.
- Log in wherever necessary, and then start at the left hand tab, click the correct button when the timer has finished counting down
- open the next tab, and do the same until you've done each one once.
- Then start back at the beginning and the timer should be just about complete on each site.
- Go through the steps again.

Keep going until you have 50 clicks (or until you run out of time). Webmaster Quest keeps track of how many sites you've seen. Use that as your counter.

10) Offline - Which group would you like to belong to?

Looking for some great ways to get into a conversation about your product? If you hear anyone talking about these subjects (or others you can come up with)

you can just use any of these easy-to-understand mini-statements to show the prospect why he should join your company now:

There are two types of people in the world:

- “ Those who get paid to use non-toxic products
- “ Those who don't.

Which group would you like to belong to?

There are two types of people in the world:

- “ People who save big bucks on income tax
- “ Those who don't

Which group would you like to belong to?

There are two types of people in the world:

- “ Those who make car payments, and
- “ Those who don't.

Which group would you like to belong to?

This is from Big Al's “**103 Ways and Places to Sponsor New Distributors**” which you can get here:

<http://www.YourPerfectHomeBusiness.com/recommends/103ways.html>

11) Online - Screen Blaze

ScreenBlaze offers us an interesting option. It's a screen saver that allows you to view other people's websites, and have them view your own (sound familiar?) For every 10 minutes you have the screen saver running, you get one hit.

Now, let me ask you, who watches their screen saver? Very few people. So here's what you put on this:

Many of your Traffic Exchanges have what's called a "Start Page". This is a page that you set your browser to so that every time you open your browser, this Traffic Exchange shows you a site.

You need to go through your Traffic Exchanges and look for Start Page URL's (often, but not always separate from surf pages). Any surf page will do if you don't need to click for the point, or enter in a password or username. I'd list them here, but they change, so I'd rather you just went through them yourself and found the ones that are presently offering this option.

You put all these start pages in your rotator, and put that rotator in your ScreenBlaze program. You can also put pages in here that have the 'Advertising Thingies" (see idea #29 on page 68). That way you are getting credits on your Traffic Exchanges even when you're not there.

Now some might consider this cheating. Here's the scoop.

With the number of traffic exchanges you have and with the amount of time you're going to be OFF your computer, and the fact that it is MUCH better for the health of your computer to shut it off every night, you won't exactly be racking up the points. On a day when you're busy elsewhere and have the screen saver running all day, you might get 10 clicks per Traffic Exchange. The truth is, you will still need to surf every day for Traffic Exchanges to work. This is just for a little boost on the side, and to help you still get some minimal exposure on days when you're too busy with other things.

Another good thing about ScreenBlaze is that it can be running in the background while you work, as well. Once it starts, simply click on “Pop out of screen saver” and work. You can't actually access all of your computer when you do this – just your browser, but if you're working online, this could help you get a few extra points as well. Every little bit counts!

OK, here's the link:

<http://www.YourPerfectHomeBusiness.com/recommends/screenblaze.html>

12) Offline - Junk mail \$

Do you ever get junk mail at home? Not there's a rhetorical question! Of COURSE you get junk mail! Instead of just wasting trees, let that junk-mail build your business.

The kind you want is the kind with a paid reply envelope – you know, the credit card ones and the “free offer” ones, etc. (not charity ones, though. I'll show you how to use those ones later)

Here's what you do. You send them a very polite letter thanking them for their offer and explaining that, at this time, you don't need what they're offering. Thank them for thinking about you, and sign it with your name.

Now, include a drop card if you have one (a card that creates curiosity about your site but that doesn't give a lot of information – they need to call a number or check out at website (see item 24 for “Drop Cards”) and mail it back to them in their reply envelope.

Is it a free trial with a postcard? Staple your business card to it and mail it back. You can always cancel the subscription or whatever when it arrives.

Costs you nothing, and helps you use the junk to your advantage.

To make it even more effective, try this idea from Beatty Carmichael at "GrowthPro.com":

We know in marketing that the more personal you can make your approach, the higher the response rate. So, take a moment to write a short note, such as:

Dear Friend, (use their name if it's anywhere on their letter)

We've never met, but I wanted to introduce myself. My name is (your name here) and I specialize in teaching people to earn more money from home. I am always looking for sharp, energetic, motivated people who want to make a difference in their lives and who are willing to learn how to do it.

I don't know if you are that person, or if maybe you know someone who is. But I wanted to attach this card and ask if you would pass this note and the card to someone you know who is looking to make more money and improve their life. Please have them call the number on the card (or go to the website – whatever you have) and it will give an overview of what I do. If they have an interest in seeing if they qualify to work with me, just have them leave me a message at the end. (or send me an e-mail at -----)

Thanks for your time and for passing this along.

Sincerely,
Your Name Here

Pop that in the pre-paid envelope with your card. Remember that at least two people will probably see it each time – the receptionist who opens the mail, and the person it's addressed to.

13) Online - Blog it!

Blogging is a really fun way to get yourself “Out There”. There are many free blogging systems you can use, and I would choose one, if possible, that deals in an [Homeschool Blogger](#) area that has to do with your target market.

For example, I started one on “” so I can interact with other homeschooling moms. My blog has NOTHING to do with my business (I can't advertise on that blog) but I use it for credibility, connection and name recognition. I then get tricky. There's a cool site called “Awesome Million”

(see the site here:

<http://www.YourPerfectHomeBusiness.com/recommends/awesomemillion.html>

where you can create an “Awesome Site”. I created one that says “Being a Mom is Really Awesome” I have a link to my business on that site. I use that website on the Homeschool Blogger system (Awesome.... is **not** a business link!) and then from there moms can get to my site. It's a little bit “around the block” but it works. In fact, this is a GREAT site for creating a little website that you can use to get people to look at your business. To put your link on there you do need to pay a little bit of money -\$5, I think. This would also be great in a sig file (see tactic number 1) and other little places.

However, what I also do when I've posted my blog (about every 3 days) is click the “Random Blog” button on the top right hand corner and read three more blogs. I then post a relevant, encouraging comment to those blogs, and type out my full <http://www.mom-defrazzler.com> URL after my name at the bottom. The

system automatically advertises my blog by linking my comment back to my blog on Homeschool Blogger and my <http://www.mom-defrazzler.com> link advertises my business.

The owner of the site is delighted to have someone respond, and I take care to respond very well – no spamming or junk here! I try and create a comment that creates a conversation. Because of that, they always check out my sites. It's a win-win.

I also do this with "[World Blogger](#)" (where I write a myriad of posts on lots of topics in several categories), and [E-blogger](#). I also have [my own blog](#) attached to my [Mom-Defrazzler](#) site. Each of these blogs is a little different and focuses on a different aspect of my work and life. All the stuff I post is "real" - not junk or silly articles that are great for search engines but sound like they've been written by a grade school child who doesn't speak English. I want everything connected to my name to be of a high standard. It's all about credibility.

So, here's the scoop: get a free account at a blogging system (if possible, get one at a place that deals with your area of expertise) like e-blogger, World-Blogger, Homeschoolblogger, etc. Every two or three days post a comment on your blog that has something to do with creating the image of you being an expert or at least someone who's very helpful and trustworthy, and then post a useful, encouraging comment on someone else's blog that has something to do with your area of expertise, and that entices them to check out your blog.

14) Online - Bounce Backs

Do you ever get spam in your inbox? HA!

Spam is the biggest pain in the neck, and it drives me crazy. However, there is a way to use it to your advantage.

Before you clean out your junk mail, look for 3-5 e-mails from someone promoting their business online. The people behind these e-mails are often serious about their business, but they've been misguided about the usefulness of blasters and the unscrupulous use of harvested e-mails. This is to your advantage.

Take the 3-5 e-mails you've found, read them, check out their sites, and then write a short note back to tell them what you appreciated about the e-mail and/or the site. Then ask them questions like :

- how long have they been doing this businesses?
- how's it going for them?
- Where are they struggling?
- Would they like some friendly advice and help?

Explain that you are a business coach who likes to help folks who are just starting their business. Ask if they'd be interested in keeping up a conversation about marketing ideas and such. If they express an area where they're struggling, give them some good ideas. If you don't know how to solve their problem, scour the Internet to find someone who can. Send them some links and tips and see where it goes. Send them a copy of this e-book.

DON'T TALK ABOUT YOUR BUSINESS! Let them ask when they're ready.

Some people will simply ignore your e-mail. That's great. They're not interested. Others will read it, appreciate it, respond, and be grateful for some advice and direction. You've got a lead in the making here.

15) Offline – Charities

Earlier we talked about using Junk Mail to get leads (idea number 12). PLEASE do use this system with charities, as they then have to pay for the stamp. Here's how you deal with charities:

IF YOU CAN afford it, send them a cheque along with your business card.

IF YOU CAN'T afford it send them a great letter thanking them for thinking about you. Explain that you can't support them at this time as your finances are now supporting other charities. Tell them you would love to discuss a fund-raising proposal with them, and include your business card. Again, don't talk about your business. Just leave the card.

In this case, even if there is a paid reply-envelope, put on a stamp to save them the money. This is a small, thoughtful gesture that speaks volumes about your integrity.

16) Online - Instant messenger

Everybody's Instant Messaging these days. Now that you can do it from your phone it's even more popular. So how do you use this to build your business?

1. You pick a username that relates to your business and inspires curiosity. "Mom-Defrazzler" is perfect for mine. It's the name of my business, but it makes people ask, "What's a Mom-Defrazzler"? This is a key point.
2. You do a search in your messaging program for people who have similar interests and are also business minded, and you strike up a conversation. Again, the rule here is DON'T TALK ABOUT YOUR BUSINESS. Use all the tips you've learned so far about letting them ask, deflecting the question back, showing more interest in them, etc. Listen a lot. As the conversation goes in that direction, you can then give them your "elevator speech" and see where it goes from there. Don't push your business. You'll make people angry.
3. You also use this tool to keep in touch with your contacts. Every time you have a positive contact with someone online (bounce backs, leads, etc.) you invite them to join you on IM. Make sure you set up good categories so that when people come online you know where they're from. Take good notes, save conversations, etc. so you're always on top of things in your contact with these people.

Max Steingart is the expert here. If you can afford it his course, go for it. If you can't sign up for his newsletter because there are good tips in there as well. Here's the link:

<http://www.YourPerfectHomeBusiness.com/recommends/Max.html>

17) Offline – Joint Venture \$

Ask yourself the question, “Who sells to my prospects?”

As a business that deals with stress and moms a few quick ideas off the top of my head might be:

- Children's clothing stores
- Toy stores
- Education stores
- Maternity shops
- Massage Therapists
- Hair Salons
- Estheticians
- Mom groups in the neighborhood
- etc.

Now the question is, how can I work together with those people to promote what I have. I can, for instance:

- Have these places offer a free sample of my product (in my case, the CD-Rom of my [Mom-Defrazzler Tool](#), for instance) in exchange for advertising on my site
- Speak at moms groups about stress
- Leave brochures/business cards at the cash desk of stores
- etc.

You could also look at it another way. Jay Conrad Levinson in his book [Guerilla Marketing: Secrets for Making Big Profits From Your Small Business](#) suggests that you

ask yourself the question, “who else do my customers patronize” and then do those people a favour. In Jay's example there was a restaurant owner who realized that most of his patrons visited a hairstylist regularly, so he invited all of the hairstylists in the area to a free supper. The hairstylists were quite excited, and chatted up the restaurant to their clients. Instant, positive, “word of mouth” advertising.

Take some time to really brainstorm these ideas and see what you can come up with. One or two great contacts can make a huge difference to your business. I've indicated that this idea costs something, but if you're clever, I'll bet you can find a way to make this free. Take time to think it through.

18) Online - Free FFA's

While this isn't a hugely successful market, used properly it can get you some extra leads for free. Here's how it's done:

First, visit:

<http://www.YourPerfectHomeBusiness.com/recommends/freeffas.html>

and sign up for a free account. This particular FFA site includes names with the information and all the FFA's are double opt-in, so it's a very safe place to get leads.

Use your “junk mail” e-mail address from idea #5 on page 37. Once registered and verified (you must verify your account for it to be active), it will take 24 to 48 hours before your account is active and filled with leads.

After 24 hours, log in to your account

****NOTE** you must use Internet Explorer to log in. You won't see your leads with Firefox.**

Once logged in, you will see a menu across the top
Click on FFALEADS - this may take awhile to load. Do not close the page until this step is complete. If you do, **you will lose your leads**. They are active only when you login and they system clears the leads and begins to add them again.

You will do this process once a day, or as your time budget allows. I normally do this once a week.

Copy and import the leads to Group Mail

The following are directions to use one of the best Bulk Mail programs online. Group Mail by Infacta. You can download a free copy here (though with a free copy you can only mail to 100 leads at a time. You need to separate the leads into groups of 100 before you upload them into the mailer. Here's the "how to" on setting this up: <http://www.contactlistbuilder.com/ebook/chapterseven.htm>

Ok .. the page should be loaded now with your leads. The system will tell you the number of leads. Put your mouse cursor in the box containing the leads, right click your mouse, choose "Select All".

Now copy these leads onto WordPad as a .csv file and then open Group Mail and import these leads from your clipboard like this:

- click on Group Manager
- click on Import
- choose 'import from file or clipboard
- choose 'delimited text format' (it should show 3 fields)
- click Next

- You have three fields to enter: email, name, date - use the additional fields for date.
- Once the fields are complete, click Next
- Click Next again
- Choose 'Create a New Group'... name it 'FREEFFA-DATE' where DATE is the date you imported the leads
- Click OK once you enter the name of the group
- Click Next
- Click Start

You now have your list of leads imported to Group Mail

Simply send them an e-mail, thanking them for using your FFA system and ask them how their business is going. Ask them if they need any help, leave your name and e-mail address, and a hyperlink to your business. If they respond, you have a lead. If they don't, you don't.

*** NOTE *** : Some ISP's will not allow you to send out thousands of e-mails at once. You need to call your ISP BEFOREHAND, tell them you are sending a confirmation e-mail to double-opt in subscribers. Tell them it's a one-time mailing to these people and that you have their permission to send ONE e-mail. Offer to send them a copy of the e-mail. If you don't do this, you could be blacklisted and get you and your business in a great deal of trouble.

If they respond favourably, add your new contact to your Contact List

If you hear back from anyone in that list then you need to do the following:

- With Group Mail open, click on Group Manager
- Click New;
- Enter the name of your new Group; i.e. Personal Contacts

- Click OK
- With your new group selected, click Add Recipients (at the bottom)
- Enter the information you have on file for your new contact.

Of course, you could also simply have them add themselves to your autoresponder to get the information they're looking for. And that's it!

You are now building a good solid contact list of individuals you can follow-up with and connect with regarding your main business.

This idea comes from Janet Legere and I HIGHLY recommend her Contact List Builder Book which you can download for free here:

<http://www.YourPerfectHomeBusiness.com/recommends/contactlistbuilder.html>

Here's another FFA with some excellent tools that you can use as well:

<http://www.YourPerfectHomeBusiness.com/recommends/prosresponse.html>

19) Offline - Thank you cards \$

No one gets a handwritten note anymore. Doing so will make you stand out from the crowd.

The first step is to design a really nice postcard. You can do this using Avery software and then simply purchasing postcard paper for your printer from a stationers, like Staples. You can get Avery software here:

<http://www.YourPerfectHomeBusiness.com/recommends/avery.html>

On the front of your postcard you should have your logo, if you have one, and your contact information. On the back you have room for a stamp and address. You might want to put an appropriate quote there, too.

When you've got these printed off, make sure you have a stamp on every one of them and keep them in a place in your car where they won't get wrecked, along with a good, working pen.

Now, every time you get someone's card, have a meeting, or make a new contact, or otherwise have a positive moment with someone, hand write a little note telling them how much you appreciated getting to know them, refer to something in your conversation, and sign your name. Put their address on the card and then drop it in the next mail box.

This way they have your contact info in another more memorable way.

20) Online – Free Advertising Blogs/Forums

There are a number of free advertising forums and blogs where you can post your ad. You need to know that the only people who are going to see it are those who are already posting their own ads. Here you should use the same tactic as with Safelists – post something that will help THEM. Use your traffic links/listbuilding links here, for example and get them to sign up for those programs. You can then reach them with your business through those links. A free e-book or other gift is another great idea for using these sites. Anything to get them to your lead-capture page where they will hopefully leave their name and address.

Here are some places you can start with:

<http://www.YourPerfectHomeBusiness.com/recommends/freadforums.html>

<http://www.YourPerfectHomeBusiness.com/recommends/freadforum.html>

<http://www.YourPerfectHomeBusiness.com/recommends/faf.html>

<http://www.YourPerfectHomeBusiness.com/recommends/freadzone.html>

<http://www.YourPerfectHomeBusiness.com/recommends/freadblog.html>

<http://www.YourPerfectHomeBusiness.com/recommends/mffreadblog.html>

Make sure you use a creative catch phrase in your sig file on these forums. If they check out your offer of traffic and refuse it, they might be interested in your business links. Don't make them crazy and flashy – banners don't work well here. Make sure you use a GREAT headline that's hyperlinked. You also get one-way links to your site doing this which will raise your profile in the search engines.

21) Offline – Tell a Story

When we try and explain the benefits of multi-level or network marketing to people it's often hard for them to grasp the concept. Use “Big Al's” trick by telling them a story they DO understand, and then connect that to your business.

For example, ask your prospect if he's a Rock 'n' Roll star. They say, “What?!” Then explain that a rock 'n' roll star gets paid over and over for something they do once. They record an album once, and every time a copy is sold for months or years afterwards, they get a commission – but they don't ever have to record the album again to get it.

That's the way multi-level/network marketing works – you do something once (sign up a customer) and you get “royalties” on that sign up for the life of the customer.

Or equate the residual income with loyalty points in a store – two people go through the checkout with identical items and pay the same price. One person, however, has a loyalty card and gets to collect points for free product. Your business works the same way. You buy shampoo, your friend buys shampoo, but when your friend buys or recommends shampoo, they don't get any benefit other than from the shampoo itself. You, however, get bonus points/commission/ or whatever else your company offers. Tell your friend that if they're going to buy and/or recommend shampoo anyway, why not get paid for it.

It sounds too logical to pass up.

22) Online – Thank You Pages

Sometimes when you're marketing you end up with “unused Internet Real Estate” An example of this is a thank-you page. Most people in online marketing use an Autoresponder, and most autoresponders have the option of using your own “Thank You” page when people sign up for your messages/newsletter.

This page should not be wasted, though neither should it be abused. Take care to use this page to direct folks to other products/courses you have to offer.

Don't know how to create your own page?

Here's a great free HTML editor:

<http://www.YourPerfectHomeBusiness.com/recommends/coffeecup.html>

Just design the page like you would in a Word document, edit it to look the way you want, save the file as a “thankyou.html” page (if you have several, make sure you differentiate between them in this name) and then upload it to your server.

You need your own domain name to do this, and many places that sell domain names also have web-space for sale if you don't have any now. Most e-mail/internet accounts come with web-space as well that you can use, usually for free. Check it out.

23) Offline – Drop Cards \$

This is one of my favourite forms of advertising. I create little drop cards with the help of Avery software and use them to create curiosity about my business, but I don't put anything more on that card except the “first step” which, in my case, is usually my website address. I have several of these. There's usually a picture, a short phrase, and my link.

Here's an example of my card for my [Successful Home Business For Moms](http://www.SuccessfulHomeBusinessForMoms.com) site:



(sorry, the quality didn't transfer very well onto PDF!).

I have much simpler ones, though. Here are some examples of the phrases I use:

“Do you like to play the lottery? How about betting the cost one month's lottery tickets on total financial freedom with much better odds?”

“Support your habit” (this one will have a picture of a coffee cup, a computer, an airplane, musical instruments or whatever else my ideal customer spends money on)

“Don't just make a living, make a life”

“Is this the life you've always dreamed of living?”

Again, each card has a phrase, an appropriate picture and my website URL. That's it. Curiosity makes folks look it up and check it out.

I leave these in every public washroom I use. I leave them in telephone booths, on park benches, on tables in restaurants (along with a generous tip), in library books on appropriate subjects, at the cash desk in stores, at lottery ticket booths, and wherever else I can think of. I get the word out that I'm here and can help with their financial dreams. I purchase one pack of business card paper at the stationers every month, print these off, and leave them wherever I go.

Here are other ways to use them:

If your card attaches to a “sizzle line” you can use your drop card with this script in conversations:

Ask, "What type of work do you do?"

(Reply)"I'm an attorney."

(You respond "That's interesting! I specialize in teaching (attorneys) and other professionals to make more money without affecting their (practice) (or current job). I don't know if you would be a fit with what I do. If it's okay with you I'll give you my card [hand your Success Card]. Call this number and if you like what you hear leave me a message and I'll call you back."

Memorize this script for when you are standing in line at the store, you “bump into” an acquaintance, waiting in an elevator, or when you meet people while are “mall walking”.

Or try this:

Take a Sizzle Card or Success Card and handwrite a note on the back, for example:

John, this is incredible. Pat

Make it look used and kept by someone who lost it. Fold it, crease it, and drop it on the ground so it looks like someone lost it. Drop it on the floor at large stores like Wal-Mart, Kmart, Sam's Club, and mall stores. This is the only way you will be able to place a Sizzle Card in a store like that. People are drawn to this card.

Please don't litter the whole place with them. One per store is plenty!

I also have “proper business cards” and we'll talk about them later.

24) Online – Desktop Lightning

Desktop Lightning is a rather cool way to advertise your site. It sends an ad directly to someone's desktop, bypassing all the clutter of e-mail or ad forums. This is a completely free program, and really worth taking a look at. Here's the link for more information:

<http://www.YourPerfectHomeBusiness.com/recommends/desktoplightning.html>

25) Offline/Online – Personal Coaching

Instead of bombarding people with the latest business opportunity, why not offer them coaching. You can do this on a number of subjects – health (for those who promote health and wellness products), business (to promote any kind of business opportunity) or tips and techniques for your niche area.

If, instead of getting people to look at what you have, you spend time and energy teaching and coaching people to reach their dreams in the area they're interested in, you'll find that people will start coming to you and asking for ideas on how to make their stuff work, and then, possibly, they'll ask about what it is you do.

The way I work this (in addition to my "[Successful Home Business for Moms](#)" program) is through a program called "Mentoring for Free". You can sign up for this for free and look at all the ways you can promote yourself in the area of business. You can then either use the tools they offer, or create your own based on what you see there.

To take a closer look at this, go to:

<http://YourPerfectHomeBusiness.com/recommends/mentoringforfree.html>

Offline I do this by writing articles that help people find success in the niches I work with (moms and stress, moms and home business) and I teach courses as well. We'll look at both of those in more detail later in this manual.

26) Offline – Free Training

One of the best things you can do is to constantly hone your skills as a network marketer. If you know what to say, how to say it and when to say it, everyone becomes a lead and a prospect. You become a walking recruiter instead of someone who just sits there trying to figure out what to do.

A GREAT place for training like this is Dani Johnson's site:

<http://www.YourPerfectHomeBusiness.com/recommends/danijohnson.html>

27) Online – Leads, Leads, Leads

To use Dani Johnson's site as effectively as possible you need leads. Preferably a huge supply of them and preferably cheap.

One great place to get these kinds of leads are:

<http://www.YourPerfectHomeBusiness.com/recommends/digitaladgear.html>

You can also download a free trial of leads from places like:

<http://www.YourPerfectHomeBusiness.com/recommends/leadpak.html>

Here's another great site for good quality, surveyed leads:

<http://www.YourPerfectHomeBusiness.com/recommends/ultimateleads.html>

Make sure you're following the law for sending out mail to these leads. Your first e-mail should always be a generic invitation with no business info at all, and must include a way to unsubscribe.

28) Offline – Use Your Newspaper

There's a rather unique site on the Internet that shows you how to make money by reading your newspaper. The introductory e-book is free and you can get a load of offline ideas for advertising and promoting your products from there just by reading your newspaper.

The link for this interesting book is:

<http://www.YourPerfectHomeBusiness.com/recommends/newspaper.html>

29) Online – Ad Thingies!

“Ad Thingies” are ads that do different things rather than just sit there on a page. Sometimes they fly in, or pop up, or drop down, or whatever. These are GREAT things to put on your thank-you pages and if used with discretion can bring you a lot of traffic as well as build your downline. They can also be used on your lead-capture page, but I would see them as being more of a distraction than a help.

Don't crowd a page with these. If you have several possibilities, use only one kind per page.

To start with you can simply use your Instant Buzz hyperspace ad (see idea #3 on page 34). The instructions for setting these up are at the Instant Buzz member site.

When that's set up you can take a look at some of these other options to see which ones work best for you – perhaps all of them in combination? Later I'll show you a way to set these all up on one site where it doesn't matter what it looks like. For now use them with discretion where you can:

<http://www.YourPerfectHomeBusiness.com/recommends/adgizmo.html>

<http://www.YourPerfectHomeBusiness.com/recommends/advoyager.html>

<http://www.YourPerfectHomeBusiness.com/recommends/thankyouads.html>

<http://www.YourPerfectHomeBusiness.com/recommends/flyinads.html>

<http://www.YourPerfectHomeBusiness.com/recommends/donttouchmyads.html>

30) Offline – Another Newspaper Idea \$

Here's another idea for using the newspaper to build your business:

As you were going through the newspaper for the first exercise, did you see a great article/photo of someone you'd love to have in your business? Was there someone working in your niche, showing great leadership skills, who was being showcased in the paper?

Why not cut out the article and photo, have it laminated, and then send it to that person along with a note of congratulations and your business card? That thoughtfulness will probably at least get you an appointment if you were to call them two days after the package should have arrived. DON'T promote your business then – just check that they got the parcel. Make them feel great!

31) Online – List Builders

There are websites that enable you to build your list by advertising your newsletter on other people's sites. These are viral marketing tools. The drawback is that they need to be on your site as well and that could draw people away from your offer (though your newsletter is always there and emphasized as well) but on the other hand, other people with similar interests also get your newsletter presented to them. I have had quite a number of sign-ups from these tools.

Again, here are some links to start with:

<http://www.YourPerfectHomeBusiness.com/recommends/listinferno.html>

<http://www.YourPerfectHomeBusiness.com/recommends/listhero.html>

<http://www.YourPerfectHomeBusiness.com/recommends/ezinefire.html>

<http://www.YourPerfectHomeBusiness.com/recommends/listexplode.html>

32) Offline - Take a Class

There are some terrific opportunities for classes and workshops in most major cities. Take advantage of anything being offered in your area of expertise. Is there a class on budgeting? Health and Wellness? Scrapbooking? What kinds of things do the people in your particular niche need to learn? Look for those courses and sign up. Build relationships. Become an expert. Offer assistance. Leave your card.

Where should you look for these classes?

- Local community colleges
- Night school classes at local high schools
- The YMCA
- The Library
- Your community centre

Many of these classes are free or almost free. Well worth a look. My favourite is the library and our local library is offering about 20 classes this semester that will help me create the right connections, all for free. You can't beat that!

33) Online - Join a Banner Exchange

Banner exchanges are another way to get the word out if you have a great banner. This isn't something I'd work very hard at, but there are useful places to put these.

For example, you could put a banner for your own business on many of your Traffic Exchange programs (along with a text ad – check each one out to find out which ones offer this, and to make sure you're taking advantage of it). Other sites allow banners, too, and you should be ready for it.

If you don't have a banner you can make one for free at:

<http://www.YourPerfectHomeBusiness.com/recommends/CCBanners.html>

<http://www.YourPerfectHomeBusiness.com/recommends/addesigner.html>

<http://www.YourPerfectHomeBusiness.com/recommends/bannercreator.html>

(this one also has some code you can put on your site to rotate up to five of your banners)

When your banner is ready you can then put it in a banner exchange program.

Here are some to check out:

<http://www.YourPerfectHomeBusiness.com/recommends/freebanners.html>

<http://www.YourPerfectHomeBusiness.com/recommends/linkbuddies.html>

34) Offline - Join Toastmasters \$\$

This is the most expensive option in this e-book – it costs about \$150/year.

However, Toastmasters is one of the best organizations you can possibly join for growing your business. I've joined a club at my library that has been great! I can practice my sales presentations and get good feedback, and I can also work on the seminars that I teach to gain more business. Not only that, but I learn to really polish my speaking skills so that I come across with confidence and poise.

Toastmasters is a superb opportunity, and a whole lot of fun. Most Toastmasters groups are a mixed bag of people from all over the spectrum – homemakers, teachers, business people, retired folks, students, etc., but the thing these people all have in common is they want to improve themselves. You get constant contact with new people like this and that makes a great pool of contacts for your business.

Here's where you can find out more:

<http://www.YourPerfectHomeBusiness.com/recommends/toastmasters.html>

35) Online – Google pages

Set up a free page at Google! Here's why:

“Pages created with Page Creator will be crawled by Google (nasdaq: GOOG - news - people) within a few hours, making the content immediately searchable. This is an advantage over other web-site hosts, which can take days to be included in Google's search results”

Read the full press release at the link below (it will appear after the little flash advertisement).

<Http://www.YourPerfectHomeBusiness.com/recommends/google.html>

The trick here is to build something that builds relationships with people. What can you do to make people come back to the site again and again and develop a relationship of trust with you? Think this through before you put your site together.

Take a look at what I created as an experiment with this tool in about an hour.

<http://momdefrazzler.googlepages.com/mom-defrazzlerresources>

What happens now, is that the Google spiders find your site quickly, and not only does this site get indexed, all the sites you link to do as well – including your own!

Pretty cool!

36) Offline – Who is Your Ideal Customer?

Often when we advertise we're pretty vague about who we're looking for, and so our efforts aren't very focused. Here are some questions to ask yourself:

1. Is my ideal customer a specific gender (mine, for example, are women)
2. Does my ideal customer have a specific past time or hobby? (mine are moms)
3. What does my ideal customer do for a living (mine are stay-at-home moms or wanna be stay-at-home-moms)
4. What kind of salary does my ideal customer make (mine is just above middle class so that they have the necessary cash to purchase my products, but not so much money that they aren't looking for more!)
5. What are the specific problems my ideal customer faces (mine are stress, fatigue, disorganization, chaos, and short on discretionary finances)
6. What kinds of dreams to my ideal customers have (mine are freedom from time constraints, wanting to have enough free time to pursue their own dreams, freedom from financial restraints, etc.)
7. What kind of focus does this ideal customer have? (mine is a mom who very intentionally is trying to do the best she can with what she has. She wants to constantly get better at what she does, she's not afraid to make a sacrifice for the ultimate gain, she's open to new ideas, and also has a great sense of humour and delight about life. I also ideally like a mom who has some spiritual leanings, seeking to also develop her soul-life, not just her material/physical life.

Try and get right inside the heads of your ideal customers. Seek some people out (you know, the ones you absolutely want in your business) and instead of approaching them with your business, ask them these kinds of questions and find out where they really are and what they really need.

****note****Tell them up front that they're exactly the kind of person you want in your business, but that you aren't inviting them into your business, you just want to understand the best way of presenting your business to someone like them so that they'll listen. If you spend your time listening (and trying out different approaches with them as a "test market" you just might find them signing up, too!

Once you have all this information, find out where these folks hang out, and get your material there.

37) Online – Exit Exchanges

While there are a large number of people who use pop-up blockers, etc. on their sites you can still use exit exchanges effectively in some places.

The one I use, and find quite helpful, is Traffic Zap. You can take a look at it here:

<http://www.YourPerfectHomeBusiness.com/recommends/trafficzap.html>

38) Offline – Set Up a Schedule

Marketing all these different ways and means can get overwhelming, so I like to use a calendar and schedule things in, like my safelist posting, my surfing, my forum posting, etc. By doing this regularly you maintain excellent visibility and gain a large amount of marketing "points" in your systems. A typical schedule might look like this:

- Monday – Safelists, Traffic Exchanges, Forums
- Tuesday – Traffic Exchanges, blogs and newsgroups
- Wednesday - Safelists, Traffic Exchanges, New Joint Venture ideas
- Thursday - Traffic Exchanges, product development
- Friday - Safelists, Traffic Exchanges, write articles
- Saturday - Traffic Exchanges, discover and implement a new marketing idea

Keep up with this faithfully and you'll see yourself making real progress with your traffic/sign-up stats!

39) Offline – Make Friends with a Local Accountant

Do some research to find an accountant in your area – preferably one that works from home. Approach this person with something like the following proposition:

It's true that there are huge tax savings with running a home business. Most of the Accountant's clients probably don't have their own home business. Suggest that you'll pay the initial set-up fee for the accountant if he makes a suggestion to each of his clients that they save huge amounts of money setting up their own home business. Have him then put these people in touch with you, and you sign them up under your accountant friend.

You need to check that this doesn't create problems with conflict of interest or anything – laws differ. Check this out thoroughly before you do this. Together you and your accountant should be able to work something out.

40) Online – Free Classified Site \$

There is a really cool way to use a free classified site to get hits/points and referrals. It's a one-time fee of about \$40 to get the e-book, but the system and subsequent traffic is free. Check it out:

<http://www.YourPerfectHomeBusiness.com/recommends/noclicktraffic.html>

And by the way, while it's not too complicated, you'll probably need more than the 30 minutes or so they suggest you'll need to set this up. Book a day or so to get this running smoothly. You simply plug in all of the sites you have for “Ad Thingies” (idea #30), your banner exchanges (idea #34) and your exit exchange page (idea #38) and you're all set!

41) Offline – Trade Shows

Visit trade shows in your area that deal with your niche. Look for people that you could trade advertising with – you advertise them, they advertise you – or brainstorm other ideas for working together. Make contacts, build relationships. Make sure you leave a drop card (idea #24) in all of the bathrooms and on the tables at the snack places! Find one you really like and offer to distribute their brochures throughout the trade show in exchange for them putting your card in their bags, for example.

Michael Clouse has some great ideas in his “7 Secrets” e-book for getting prospects from trade-shows. It's really worth a read. You can get it here:

<http://www.YourPerfectHomeBusiness.com/recommends/nexera.html>

You should also check out Jay Conrad Levinson's book

["Guerilla Marketing – Secrets for Making Big Profits from you Small Business"](#)

Page 261 has some great ideas on Trade-Show marketing.

42) Online/Offline – Barter

What can you barter with someone else for free advertising? Are you good with graphics? Can you help them with their website? Can you offer them free advertising in exchange in your newsletter?

Maybe it's something really different – can you do their landscaping, buy their vitamins, babysit their kids, create a beautiful scrapbook, whatever – in exchange for what you need from them? Not everything has to be paid for in cold, hard cash.

Make sure you get this agreement in writing in as much detail as possible so there are no hard feelings due to misunderstandings later.

43) Online – Social Networking

This is a relatively new method of getting free advertising. Basically you set up a cool site that people want to visit, get back links, build relationships, etc. (sound familiar?) but the difference here is the medium again. This uses sites like MySpace.com. Here's how you set it up and get it going:

1. Go to

<http://www.YourPerfectHomeBusiness.com/recommends/myspace.html>

and set up an account.

2. Create your profile. Make it personal, but keep it related to your business without business hype and pushiness. Pick out a graphic template for your background, put up a picture of some kind (one of you is a GREAT idea), and then fill in descriptions that describe yourself, your business, and your purpose on MySpace.com
3. Add friends. You can do this by hand. You simply do a search on MySpace and add folks to your list one at a time. If you prefer you can use an “adder robot”. Here are some robots you can start with:
 4. <http://www.YourPerfectHomeBusiness.com/recommendsfriendadder.html>
 5. <http://www.YourPerfectHomeBusiness.com/recommends/badderadder.html>
 6. <http://www.YourPerfectHomeBusiness.com/recommends/dsotadder.html>
7. Once you have added a couple hundred people to your friends list, send out bulletins to generate traffic for your site. This will send a message to everyone on your list. It's a good idea to have them click on your site to pick up a freebie or check something out. You can even have them first fill out a bulletin for their own list before being able to pick up the freebie. This will generate a lot of traffic.

Again, the key here is to NOT be sending out a constant barrage of spam, but to build relationships, send out great stuff to encourage, help, uplift, etc. and be a friend to these people. Spamming them will only hurt your business.

Here are some great articles that will help you do this:

<http://www.YourPerfectHomeBusiness.com/recommends/trafficblog.html>

<http://www.YourPerfectHomeBusiness.com/recommends/articleteller.html>

<http://www.YourPerfectHomeBusiness.com/recommends/socialbookmarking.html>

<http://www.YourPerfectHomeBusiness.com/recommends/folksonomy.html>

44) Offline – Attend Networking Events

Ok, you probably do this, and hate it. Here's a way to make it memorable.

Instead of going to the event to sell your stuff, go to meet people, find out what they're looking for, and connect them to someone who can help. Perhaps you are chatting with someone who has a vitamin business and who needs a good website programmer. Take a couple of his cards and let him know you'll keep your eyes open.

Now let's say that in your conversations you find someone who's a web designer looking for clients. You have a card in your hand from someone who's looking. Give him the card, try to find the person you were speaking to, get them together, and get the conversation going. Make sure you get the card of the web designer, too.

See how many times you can do this. Focus on those who are standing around on the outside of the crowd, and see how well you can connect them.

Now the big thing is, at the end of the event, write a thank-you note to each of those people to let them know how much you appreciated making their acquaintance (see idea #19). Also, see if you can find ANYTHING AT ALL that relates to their business (newspaper/magazine/online article, advertisement, anything!) and send it to them along with the card.

You'll probably come away without having spoken to anyone about your business, but you'll have made some lasting positive impressions and when you send off your thank-you card, they'll all have your contact info, website information, and a big smile on their faces. Priceless.

45) Online/Offline – Write Articles

You hear it over and over again as you research marketing ideas – write articles!

This is, indeed, an excellent way to get visitors, and visibility. There are thousands of places to promote your articles online and off.

For online articles I'd suggest getting a copy of Article Submitter. Unlike an Article Blaster (which article sites hate and ignore) this is just a program that helps you streamline your posting. You sign up for hundreds of sites, and then the program automatically fills in everything for you. It still takes a few hours to get your article onto all the sites, but it takes a LOT less time than doing this manually. I use it regularly and have found it very helpful. You can get a copy here:

<http://www.YourPerfectHomeBusiness.com/recommends/articlesubmitter.html>

If you struggle with the whole thought of writing articles, perhaps these sites can help:

<http://www.YourPerfectHomeBusiness.com/recommends/articleaday.html>

<http://www.YourPerfectHomeBusiness.com/recommends/ams.html>

46) Offline/Online - Share a referral

Most business gurus will tell you that it's very important to “know your niche”. Even if your product is perfect for everyone, if you set your marketing up for everyone, you'll eventually reach no one.

So, here's the trick. Hone and refine your niche. Then if something comes along that pulls you out of that niche, refer it to someone else. Set up a network of

people who work in a similar field but with different emphases. For example, perhaps you're a life-coach specializing in people starting a business in their senior years. Now, if a person comes along who's only 40, refer them to someone else, and have them refer their 60+ people to you.

This enables you to share the workload, keep within an area of specialty (making you much more effective in the long run) and keeps open relationships with people who are in a similar position to yours.

For more information on this tactic, refer to pages 400-407 in the book:

["Getting Business to Come to You"](#)

47) Online - Press Releases

Press Releases, like articles, can bring a great deal of traffic that's laser targeted. It takes a certain amount of skill to do a great press release, but if you can learn that skill and send out press releases regularly, you'll be in great shape.

For a terrific course on marketing with Press Releases check this out:

<http://www.YourPerfectHomeBusiness.com/recommends/prcourse.html>

This is a very affordable course, and very thorough. I highly recommend it.

48) Offline – Spare Time Marketing \$

This is a great concept. Whenever you have some spare time take a minute to personally contact a few people in your downline to see how they're doing. Try and keep a file handy of birthdays, Anniversaries, special events, hobbies, preferences, etc.

Also use this time to call on businesses you have worked with in the past, or would like to work with in the future. This is just RELATIONSHIP building – no selling. Make contacts, send out feelers.

49) Online – Conduct a Survey

Use your forums or groups to conduct a survey about people's needs/wants/habits in the industry you are working in. When it's done, invite people back to your website to see the results.

Here are some sites that enable you to do that for free:

<http://www.YourPerfectHomeBusiness.com/recommends/surveyware.html>

<http://www.YourPerfectHomeBusiness.com/recommends/surveypopups.html>

You can also do this offline if you can find a busy place where you're allowed to do it. Some ideas for a survey questionnaire are here:

<http://www.YourPerfectHomeBusiness.com/recommends/questionnaire.html>

50) Offline – 3 Ways to do Cold Calling:

The very words “Cold Calling” strike terror into the heart of most people. It can be daunting, but if you have a great system that works, it's not so bad. Here are some ideas you can try:

The Kim Klaver Method \$

The undisputed "Queen of Cold Calling" is Kim Klaver. She has a great, doable course for finding prospects just using the telephone book and a script. Her challenge is 100 customers in 100 days. Her system works well, costs nothing, and there are lots of groups on the Internet doing this to enable you to keep accountable and get any help you need writing your scripts.

For more information on Kim's method, go to:

<http://www.YourPerfectHomeBusiness.com/recommends/kimklaver.html>

Dial for Dollars System and Script:

Here's a second method for calling businesses "terror free" after hours as long as you have a "Sizzle Line" - a 1-800 number that has a quick presentation of your business. This method allows you to sponsor accountants, attorneys, physicians, business owners, business executives, etc., stress-free.

- They are easy to find – from the phone book and business cards
- They are busy so they have people shield their calls
- They have voice mail

First of all, get list of people you want. To do this you can:

- Look in phone book yellow page.
- Buy Chamber of Commerce or Civic club members list from a list broker.
- Collect business cards from bulletin boards, etc.

When you have your list ready, you can use the system outlined below:

Usually the receptionist will answer when you make the call. Use first names only. Hi this is (your first name), does (prospects first name) have voice mail? Can you drop me into his/her voice mail?

When you reach Voice Mail box, use this script:

(Prospect's first name), this is John.

I called you because my business friends and I are expanding a business venture here in town. It's given other (prospect's professional category) an opportunity to earn several thousand dollars a month outside of their (practice or profession).

I can't make any promises that you could be a part of what we do and I don't even know if it would fit in your schedule or if you even have an interest, but I did want to talk with you for a few moments.

(Prospect), give me a call back as soon as you can. I'll be out of the office but let me give you my phone number. It's 1-888-514-3072. When you call that number you can hear a little bit about what we do. I look forward to talking with you. Thanks (prospect), I hope to connect with you later!

Try and do about 5 of these a day, and you should be in great shape.

The Tiger Program \$\$\$

This is one of the best programs I've seen for using the art of cold-calling to build your business with professionals. It walks you through the program step-by-step and you should easily make your money back if you follow it faithfully for a month. It's been tested and refined over a period of several years. I can't recommend it enough:

<http://www.YourPerfectHomeBusiness.com/recommends/tiger.html>

While the training program isn't free, the actual implementation of it is. It is really well done (and I don't even have an affiliate link! I do have the program, however!) and if you want professionals in your business, this is what I'd go for.

51) Online – Create a Guest Book

Create a guest book that perhaps offers a “freebie” for folks who sign it. This means you get their name and e-mail address in order to send the freebie, and you can send them a question like “If you're interested in learning how to make your yearly income your monthly income, click here” and get them on your mailing list.

You can also use your terrific signature file to do the selling a little more obtrusively (see idea # 1)

Here's where you can get some software to create a guestbook:

<http://www.YourPerfectHomeBusiness.com/recommends/guestbook.html>

52) Offline – Call Your Warm Market

Most people HATE to call their warm market, but if you've faithfully done everything up to here, you should have some results to show for your efforts, and so it will be safer to call them. Here's an easy method to do so if you have a sizzle line. It's called the “Grab a Pen” script.

Call your friend or whatever, and say the following:

Hi, (friend), are you busy? If it's okay with you, I'd like to get your opinion. I'm trying to build my business and I'd like you to listen to a message I've got and tell me your opinion if

you think it's a good message to get someone like you to request more information. The number is 888-514-3072.

OR

Hi (friend), call this number and tell me what you think. Here's the number. Sizzle Line Number...

If you don't have your own sizzle line and need to create one, here's a resource to do that:

<http://www.YourPerfectHomeBusiness.com/recommends/sizzle.html>

If you want ideas on what to say on your sizzle line, Growth Pro has some you can listen to (they're copyrighted though, so you can't use these exact ones):

<Http://www.YourPerfectHomeBusiness.com/recommends/growthpro.html>

You might also check with your upline to find out if anyone has a sizzle line whose script you can copy.

53) Online – Lead Software \$

I'm not sure how this works, so I'd proceed with caution. It's not an affiliate program as I write this, but if you can get 500 or so leads a day – legally – from this (and that's my question) for just \$25/week, it might be interesting to try for just one week. Check it out if you dare!

<Http://www.YourPerfectHomeBusiness.com/recommends/contactthem.html>

54) Offline – Use Sticky Notes

Here are two ideas for this:

1. Hand write the following note on several sticky notes: *Please call, it's important. (Your first name) 888-514-3072 (This would be your sizzle line)*
2. Glue your drop cards onto sticky notes

Wherever you park, put the sticky note on the driver door window of a car in the parking lot. Skip 3-4 cars and stick another one.

These can be stuck in a lot of different places – use your imagination. Just don't create a flood of these and cause frustration. Think about how you would feel on the other end of this marketing tactic. Use with discretion.

55) Online – Create a “Daily Tip”

You need a reason for people to look up your site. You could create a daily joke, a daily tip, a daily quote, something that gets people interested, and attracts the folks you're after. You could then have them sign up to receive these in their inbox each day. With each tip you could also promote your product. The Internet is packed with ideas for daily tips. Magazines in your niche area will also have a lot of ideas for tips. Check your library.

You could simply post these tips on a blog to make life really easy. Just be sure that you post them as often as you said you would. If you have a “daily tip” that you only post 3-4 times a week folks will stop checking. Also, make sure your tips are really good and practical so people actually want to get them.

56) Offline – Build a Mastermind Group

Go to a place where they have bulletin boards (grocery stores, community centres, colleges, etc.) and get the names of people who are also promoting businesses (don't remove their card – unless they have several there – just copy down the information) and then invite them to form a Mastermind group with you. Bounce ideas off each other for building your business. See if you can work together somehow – you sell books, they sell toys, for example, and then work as a team to build your businesses.

Here are some great articles on Mastermind groups:

<http://www.YourPerfectHomeBusiness.com/recommends/mastermind1.html>

<http://www.YourPerfectHomeBusiness.com/recommends/mastermind2.html>

<http://www.YourPerfectHomeBusiness.com/recommends/mastermind3.html>

<http://www.YourPerfectHomeBusiness.com/recommends/mastermind4.html>

If you're looking for great FREE curriculum to use with your groups to get the conversation going, try these:

<http://www.YourPerfectHomeBusiness.com/recommends/simpleology.html>

<http://www.YourPerfectHomeBusiness.com/recommends/yearertosuccess.html>

57) Online – Create a Family Website \$

Use a “wysiwyg” html tool to create a really cool family website. Keep it up to date with great pictures and a journal of events (make sure you have an interesting life, LOL!). Make sure one of the pages is about your business, and then

simply keep people up to date on what's happening. If your business is going well, chart your progress on the site. Invite folks to take a look.

The simplest system I know of for doing this is GDI as they have the HTML editor and the hosting for just \$10/month, and you can pay monthly (which you can't do with most hosting companies). You can make money with your website as well which is not a bad thing!

You can see the website we designed here:

<http://www.YourPerfectHomeBusiness.com/recommends/hullwebsite.html>

You can get your own system here:

<http://www.YourPerfectHomeBusiness.com/recommends/gdi.html>

Of course, you can also do this with a (free) blog and have links to various photo albums and such. Just make sure you keep it up to date and post often.

Signing up with GDI will also give you several e-mail accounts you can use for tracking your offline ads, too. Good investment all around, actually!

58) Offline – Set up a Road Sign

Create a sign with your best headline and a phone number for your “sizzle line” or your website address, and put it at an intersection where people have to stop.

Better yet, use 4 signs – one on each corner.

Put the signs out on Thursday and pick up on Sunday. Move them to a different intersection each week. Make sure they're clear enough to read quickly, that the print is large enough to be able to read without squinting, and that your website name is short and sweet and easy to remember.

59) Online – Create a Viral E-mail

Search online (or better yet, create) a funny e-mail with a joke, a great photo, a cool movie, etc. Send it to your friends with a GREAT signature file. Encourage them to send it to their friends. Usually e-mails get forwarded unedited so your business info can go a long way.

Great places to look for these are:

<http://www.YourPerfectHomeBusiness.com/recommends/funnyvideos.html>

<http://www.YourPerfectHomeBusiness.com/recommends/youtube.html>

<http://www.YourPerfectHomeBusiness.com/recommends/bored.html>

60) Offline – Put a Sign On Your Car \$

You can get pretty cool signs to stick on your car so that your vehicle becomes a perpetual advertising machine.

There are custom license plates and frames here:

<http://www.YourPerfectHomeBusiness.com/recommends/licenseplates.html>

Custom car signs here:

<http://www.YourPerfectHomeBusiness.com/recommends/carsigns.html>

Bumper stickers here:

<http://www.YourPerfectHomeBusiness.com/recommends/bumperstickers.html>

61) Online - Create a Cool Product – To Sell!

You can create a myriad of great products to sell that have your logo and information on them. It's free. It's really cool. Check it out:

<http://www.YourPerfectHomeBusiness.com/recommends/cafepress.html>

62) Offline – Newspaper Ads \$

Newspaper ads are always a good bet, but there are tricks to using them wisely.

The first key is where:

Instead of advertising in just one paper, locate a newspaper directory in the location/niche you want to target and place an ad with them instead of with the individual papers. This will be much cheaper in the long run, and give you better coverage.

<Http://www.YourPerfectHomeBusiness.com/recommends/adnetworks.html>

The second key is when:

The key to successful classifieds in the paper is consistency. Make sure people see your ad over and over again – it builds a sense of trust. If you can't afford daily advertising, check out the prices for just the weekend edition, but then do it for longer.

The third key is how:

For best results, try and target three papers or one directory to start with. Then keep it going daily for a week at the very minimum. If you can't afford a whole month, try for one week every month, or every two weeks. Keep this up for as long as you can. Consistency will bring you the traffic you need, not "one hit wonders".

Don't forget to check your local community magazine or paper. They often have great rates, too.

63) Online – FastPitch! Networking

This is an interesting site that enables you to set up a marketing page and then find people who are looking for what you have. It's free to set up, and based on your kind of business, could bring several leads a day for you to follow up with.

Here's my page as an example:

[Click here to view Darlene's Fast Pitch!](#)

It works on a credit system, so read the instructions carefully, set up your page, and get it out there!

Just click on the link on the top right hand side of the page to get your own "FastPitch" page.

64) Offline – Market the Telemarketers

Shortly after the Tele-marketer starts their spiel. Interrupt the telemarketer this way:
Excuse me for interrupting, but you are really good on the phone. Let me ask you a strange question. Do you make all the money you want to make? (Response)

The reason I ask is I specialize in helping people make money using the telephone. I can't make any promises that you qualify for what we do, but do you have a pen and paper so I can give you a phone number with a message for what we do and let you listen to it?

Call 888-514-3072. If you like what you hear, leave me a message and remind me who you are and I'll call you back. Thanks for calling. (Hang Up).

Again you'll need a sizzle line for this, or you could send them to your website instead.

65) Online – Search Your Prospects

Go online to search for businesses in your area of specialty and then contact them with a nice letter – See Beatty Carmichael's in idea #12 for an example of a great letter. Brainstorm to see if you can also offer them a Joint Venture idea (see idea #17)

Where do you go for contact information? Right here:

<http://www.YourPerfectHomeBusiness.com/recommends/411locate.html>

66) Offline – Use Flyers \$

Create a great flyer using your elevator speech or your great headline, and post them up around the neighborhood. You could use tear-off strips with your phone number/sizzle line/website address, or attach a little ziplock snack baggie with a supply of your cards.

Post these in colleges, coffee shops, grocery stores, community centres, on lamp posts, in apartment complexes, public buildings, laundromats, post office, etc. Be creative!

Whenever you shop, have appointments out, eat lunch out, etc take note of places with bulletin boards you might be able to use. Create a circuit so you can service these places regularly.

67) Online – Check out PathConnect

This is a really cool social networking site because it has the ability to connect with people who share the same goals. It's lots of fun. Take a minute to check it out, and then get a free account to start connecting.

Here's my site: <http://www.pathconnect.com/mom-defrazzler>

It's a fun place to connect – the guy that runs it obviously has a great sense of humour!

68) Offline - Print a Newsletter and Sell

Advertising

Here's an idea for you that could generate a lot of good advertising for your business.

Design a short newsletter that deals with your main niche – like health care, scrapbooking, or whatever it is you're involved with. Get some advertising from your JV partners (see idea #17) to cover the costs (and increase your credibility),

and then leave it with your JV partners, as well as in stores or businesses where there might be people who need those services.

For example, if you're in the health industry, leave your newsletter with Yoga clubs, fitness clubs, vitamin shops, etc. If you do beauty products, leave them in salons and day spas. This is a great way to create credibility. Do one every two weeks so folks keep looking for a new one, and create them in batches in case you have a bad week and fall behind.

69) Online – Contads

Ok, again, this is a little off-topic because it doesn't directly advertise your product, unless it's a ClickBank product. The thing is, however, when folks get to your site they may not be that interested in what you have to offer, but this program could well draw them in to checkout something else, and if they buy that instead, you comission for the sale without any extra work on your part, and you can use that commission to increase your advertising budget.

It's quite simple, really. You put some code on your website or blog, and this program does the rest. It's free, and after the initial set-up there's nothing to do or pay. Can't lose with that, now can you?

Sign up here:

<http://www.YourPerfectHomeBusiness.com/recommends/contads.html>

70) Offline - Know Your Colours

There's a real skill to being able to talk to people and put them at ease right away. Your being able to do this will make a huge difference to your ability to sell your product or offer your opportunity.

The best training course I know for this is here:

<http://www.YourPerfectHomeBusiness.com/recommends/colors.html>

71) Online – Get Links

The more sites that point to your own site, the more opportunity you have to be noticed by the search engines. The easiest way to do this is to hire a linking firm like this one:

<http://www.YourPerfectHomeBusiness.com/recommends/linkexchange.html>

Now that costs a minimal fee every month. You can, however, do your own for free simply by setting up JV's with other businesses who have the same customers, but a different product. Do a link exchange with them and get yourself networked.

72) Do something remarkable and invite the press

This doesn't have to be expensive. What if you set up a “health expo” in your local community centre? You simply invite the businesses in the area that would attract your kind of customer, have them pay a small fee to cover the cost of the building rental, and then they can set up a booth to advertise their products. Perhaps there are some people in the area that would donate their time to do some workshops. Make it appealing to attract the best kind of client. Then have each

business give you some marketing material, coupons, freebies, etc. to put in a “grab bag” to give to each customer. You, of course, would include your own information in there as well.

During the event, be present. Make sure everyone is finding what they need. Point them in the right direction. Make sure you wear a name badge with your name clearly written on it, so that they know who you were when they find your material in the bag.

Or you could do a run to raise awareness for something that could attach itself to your business. You could have an all-day free childcare set up for a day in your neighborhood at Christmastime to allow moms the freedom to shop without the childcare hassles – just dream a bit and see what you can come up with.

Be creative – there are hundreds of different ways you could positively reach out to the neighborhood and make a strong name for yourself and your business.

73) Online – Start a Web-Ring in Your Niche Area

Check to see if there's already a web-ring you could join, and if not, create your own. Don't know how? Check it out here:

<http://www.YourPerfectHomeBusiness.com/recommends/webring.html>

74) Offline – Write a Letter to the Editor

Is there a newsworthy topic that somehow deals with your area of expertise? Can you write a notable letter to the editor? When you do, you can usually include a website link, and get yourself some great exposure!

75) Online – Conquer your Niche

This is a cool kind of site where you can get lots of exposure for just asking questions. You get training from top people, and get to show your ad at the same time. Definitely worth looking into:

<http://www.YourPerfectHomeBusiness.com/recommends/conquerniche.html>

76) Offline – Join Up with a Charity and Raise Your Profile

You will need to be very careful to not abuse this situation, but you can work together with a charity to create a wonderful win-win partnership. Here's how.

First of all, you may have products that will help the people in this charity. Do you sell health products that will help with certain diseases (remember to be extremely careful about medical claims! Check with your organization first)?

Or perhaps, for example, you sell books and/toys for kids and could work together with a children's charity where you sell your products and give a percentage to the charity.

Could you use your products to create some kind of show/display that this charity could take part in and raise awareness for you both?

Can you sponsor an event that they're hosting?

Donate a prize for their raffle?

This can be a tricky area, but if you work carefully together with the charity and with your own organization this can be a wonderful way to reach out beyond yourself and create a wonderful reputation for your business.

77) Online - Spy On and Learn From Your Competitors

You probably have some competitors who are doing a better job than you are of getting customers. Find out why and how. Here's a way to do that:

Go to <http://www.altavista.com> and type in the URL of your competitor. You will now see a list of all the sites that link to this competitor. Now you go through those links and find out why they are linking to them and not to you. Try and create similar scenarios on your site so that you can gain some of those same customers. Try and set up some kind of JV with those customers and competitors and raise your exposure even more.

78) Offline - Set Up a Breakfast Club in Your Area

This is another wonderful way to help yourself by helping others. The idea is you set up a breakfast club and open it to one of any type of business – one real estate agent, one restaurant owner, one florist, etc. Try and have your club represent as many different businesses as possible. Each week you are on the lookout to provide good warm leads for these people, and they are on the lookout for you. You let everyone introduce themselves, they each get a go at a longer introduction, and you can also teach on different marketing methods . You can use this e-book for ideas or – even better – get a hold of Big Al's 103 marketing methods here:

<http://www.YourPerfectHomeBusiness.com/recommends/103ways.html>

If you want a great little booklet outlining this whole thing step-by-step, go here:

<http://www.YourPerfectHomeBusiness.com/recommends/breakfast.html>

79) Online – Check the Optimization of Your Site – for Free

Here's a great link to show you if your site is doing its job or not. Very easy to understand. If you want real details you need to pay a fee, but you can find out everything you're doing right, for free and see the areas where you're weak

(though to get details there you need to pay). Check it out and make the necessary changes.

<http://www.YourPerfectHomeBusiness.com/recommends/SEO.html>

80) Offline – Networking

Get out there! Join a business organization, a Lead Club (like the breakfast club above – only led by someone else!) Community Service clubs, and Professional Associations. Pull out the Yellow Pages and find one at a time to join. Give each one 3-4 months to see if they're helping you. If not, quit and move on to the next one. Don't stay home and expect to build your business without any effort on your part!

81) Online - Create an E-gift

You can create a cool gift to give away if you like. Some of these ideas are free to create, and some cost money. Here are some ideas:

Create a free desktop organizer

Create a free Screen Saver

Create free wallpaper

Most of these can be done for free or almost free here:

<http://www.YourPerfectHomeBusiness.com/recommends/artplus.html>

Here's a cool organizer I made for my own visitors:

<http://www.YourPerfectHomeBusiness.com/recommends/MDFEasyNoter.html>

Use these as give-aways for your list members, attract new visitor's by offering this freebie, give them away as bonuses for purchases, etc.

If you have a few extra bucks you might want to make one a Reach Out Tool for your site. I started my "[mom-defrazzler](#)" business with one of these tools and the reason they're so great is that they pop up automatically on a person's computer screen without getting lost in their e-mail. David Badurina is wonderful to work with and definitely gives "over the top" service. Check out what he offers here (please tell him Darlene Hull sent you!)

<http://www.YourPerfectHomeBusiness.com/recommends/reachout.html>

82) Offline – Throw a Party!

Everyone loves a party. Throw one for your friends, your neighborhood, your club, or whomever else you can think of. Create an atmosphere where everyone is relaxed. Play a board game, share music, bring scrapbooks, whatever! As the conversation naturally grows, there will be opportunities to talk about what you do. Again, don't be pushy, and keep the focus away from you. Use these parties to build good contacts and friendships which may grow into great business partnerships.

If you encourage your guests to bring friends each time, the circle will continue to grow in a safe and natural way giving you more and more prospects.

Do this every quarter or so and you'll see some great results from it!

83) Online – Create a Free Report or E-book.

That's exactly what I've done here. I found something that I could offer people in my niche and I created it and offered it.

You can do the same. What information is your niche looking for? Can you offer it to them? The key is to use a free e-book to promote a paid product. They get the free e-book, build trust with you, and then are much more prepared to buy the product.

Don't know how to make an e-book? It's quite simple, really.

Download the free "Open Office" software here:

<http://www.YourPerfectHomeBusiness.com/recommends/openoffice.html>

It works pretty much the same as Word so it should be simple for you to figure out.

Create your e-book just like a word document, and then when it's done, click "file" and then "export as PDF". This will automatically turn your document into a PDF file which you then either upload to your site or send as an attachment in your e-mail. You can get LOTS of traffic from something like this.

Again, don't just promote your site, promote your niche:

Fly fishing tips

Quick recipes

Health ideas

Holiday tips, etc. Let your imagination run wild with this and see where it takes you.

Here's a ready-made free report you can use if you like:

<http://www.YourPerfectHomeBusiness.com/recommends/walking.html>

You can also create a paid product just as easily for very little money, and sell it both as a product and marketing tool, making back any of your advertising costs. Here's a great blog article from Russel Brunson that has some terrific ideas about product creation:

<http://www.YourPerfectHomeBusiness.com/recommends/makeaproduct.html>

84) Offline – Give Them a Gift \$

Is there a gift you can give someone that relates to your topic, and that can hold your contact information? Try sites that have promotional gifts. You usually need to order in large quantities, but the objects run only a couple of dollars each. One big batch should do you for quite a while.

Do a search online for “promotional gifts”. You could also check at your local dollar store to see if you can get a deal on some item that works for your niche and simply attach your business card to it.

Perhaps a local business has something they could help you with – maybe a florist will provide flowers to give out if you share the advertising.

Also, on holidays, check out these gift ideas – just pop these things into a small baggie with your business card and hand them out when you pick up your kids at school, give one to each clerk you meet in the stores or each waiter/waitress that serves you.

<Http://www.YourPerfectHomeBusiness.com/recommends/noveltygifts.html>

Once again, Big Al has a cool gift idea, too. Check it out here:

<http://www.YourPerfectHomeBusiness.com/recommends/getrich.html>

You should also download the report that shows you how to use it:

<http://www.YourPerfectHomeBusiness.com/recommends/swamped.html>

85) Online - Be a Guest to Generate Traffic

For this one, let me again consult more of an expert.

Internet Radio Can Lead to More Business

by Nicole Dean

New Internet Talk Radio Shows and Podcasts are popping up daily. Anyone with an interest can now start their own radio show online – sharing their voice. It may sound intimidating, but Talk Radio is really nothing more than creating a blog or website – but with audio rather than the written word.

So, how can you take advantage of this medium to promote your business? Simple. Most talk shows are looking for expert guests. If you have something to share and you'd like to be interviewed, you could ask to be a guest on their shows.

To find online radio shows, search google for “online radio” “internet talk radio” or “podcast” with your topic to find shows that might be a good fit. For instance, if you are an expert in Parenting, you might search for “mom online radio” or “baby internet radio” for shows in your niche.

Once you've found shows that are a good fit, listen to a few of their audios. While you listen, take notes about the show and determine if it is truly a good fit. If so, look on that site for a link that says “Be a Guest” or “Come on our Show”. Click it and send them a note. Be sure to mention your thoughts after listening to their show so they know you actually listened, and point them to your website so they can learn more about you. I recommend publishing audio clips from other interviews on a media page on your website. A host will realize that you have experience doing interviews and be more open to asking you on her show.

When you are contacted for an interview, remember to make things as easy as possible on your guest. Offer to send a copy of your book if you have one. Send the host sample questions to use to interview you. And, be flexible.

Once you've been interviewed, be sure to thank your host. Sending a thank you note or gift doesn't hurt. Also, tell your newsletter subscribers to go to the radio

station to listen to the interview. One good turn deserves another and, if you are gracious and helpful, that host will certainly call you back.

Nicole Dean doesn't pay for advertising. She uses article marketing to get thousands of visitors to her websites daily. She welcomes you to learn more about her article marketing system at www.EasyArticleMarketing.com

86) Offline - Teach a seminar/class

There are places all over your neighborhood that would love to have people volunteer their time to teach a class. The library, the YMCA, your local college, the community centre – lots of places. First of all, get a newspaper and find out what kinds of classes are being held and where. Sign up for a few that interest you to find out exactly what folks do and how they're run, and then volunteer to run a class yourself. DON'T promote your business, please. It makes it tough for the rest of us to get a chance to teach if other people misuse the privilege. Talk about your niche, give great, practical information, and then hand out materials on your site, or give out marketing materials at the end, if permitted.

These classes would not have “get customers” as their primary function. The purpose here would be to build credibility within your field of expertise. Get a name for yourself as the “go-to” person in whatever niche it is you're working in.

87) Online – Conduct a Web Seminar

I'm going to let an expert explain this one, as well:

Need Leads? You Should Hold A Webinar

Seminars are a proven lead generation technique. With the Internet, seminars are less costly to organize and people can attend right from their home or office.

What Is A Webinar?

Webinars (also called web seminars) are conference calls delivered primarily through the Internet using a web conferencing service. Participants log in to the seminar through a web page or software provided by the host. When participants successfully join the call, they can hear the speakers, converse with them and others in the room through a microphone attached to their computers, view slides, web pages, video of the speakers and even a virtual white board.

Webinars Work

Studies have shown that webinars can create more leads than traditional methods* and prospects prefer these events because there is less pressure than a traditional in person meeting.

Webinars are often arranged for a large group of people and prospects can attend anonymously if they wish. They can enter and leave the seminar whenever they choose, gather information, learn, digest and decide on their own time.

What Kind of Webinars Can You Hold?

There are many ways. If you want to spread the work load, hold one with multiple speakers. You also benefit from the power of group promotion.

For more targeted events, you could do different angles for different dates or different market. For example, if you sell candles, you could do "Don't settle for musk during spring cleaning, Bring spring into your home" webinar or, if you sell time management software, you could do "Time management for Realtors", "Time management for students", "Time management for busy moms" webinar and so on.

List Building

This is the reason you're holding a seminar right? Get the contact. Set up a page to collect names and contact, at the very least an email address so you can follow up with them again. Make sure it leads right to your newsletter as well as the webinar.

Maximize Your Efforts

Record your webinar. Many web conferencing software used for webinars have recording and takes little to no extra effort to do. For example, [MeetingOnNow](#)'s webinar software comes included with a record button and it saves your recording into the popular MP3 format. You can use the recording as bonuses, give aways or packaged with other material to create a new product.

*Source: Unearthing the True Value of Web Seminars and On-Line Events, Wainhouse Research - Andy Nilssen, Andrew Davis <http://www.webconferencingworks.com/white-papers.html>

About the author:

Lynette Chandler helps entrepreneurs leverage web conferencing technology for their marketing. Start getting more leads with web conferencing [here](#)

88) Carry a Notebook (and Pen) \$

Make sure that wherever you go you have a notebook and pen with you. This will be one of your best tools for building an online business. (The \$ sign is for the cost of the notebook and pen – pretty cheap, really.)

Ok, now that you have it, here's what you do with it:

1. Record the name, email address and phone number of the person you talked to about your business, and write down if you gave them any marketing materials and what you gave them. Also record when and how you're going to follow up with them.
2. Write down those critical things that you remember at the moment but tend to forget later.
3. If you're early for an appointment or have to wait, pull out the notepad and plan who to contact next for your business, or brainstorm new marketing ideas.

4. Also jot down great ideas you see used by others to market other products and adapt what they are doing to your own business.

89) Online – Create Controversy

Alright you need to be VERY careful with this one, but if you have a solid, fact based opinion on something that “goes against the grain” find a busy blog or forum in your niche where you can post it. Or you could also write an article and post it around the net. Make sure you're using a great bio or sig-file with it so you get the advertising. You could get thousands of visitors doing this, but be careful – you want the controversy, but you don't want to be stupid.

90) Offline - Get On the Radio

Radio advertising is very expensive. Recently I saw a wonderful example of a very creative use of publicity for (relatively) very little money.

When the new Sony PlayStations came out (and sold out almost instantly) our local radio station told this story:

A man and his nephew waited in line overnight to get one of the new PlayStations and then this man donated it to the local radio station to use to raise money for a favourite charity of their choice.

The radio station decided to auction it off to the highest bidder, and it became the focus of the morning show. For three hours this man got terrific publicity in the most positive manner possible by raising a few thousand dollars for a children's charity. All it cost him was the price of the PlayStation. Now, granted, a

PlayStation costs a few hundred bucks – but to purchase the same amount of advertising in the conventional way would have cost several thousand dollars, and the publicity wouldn't have been anywhere near as positive, nor as “high energy” as it was doing it the way he did it.

Another time our church was doing an outreach, and one group wanted to get 1,000 pairs of socks together for the homeless in our city. They called a radio station to ask for help, and they ended up with 50,000 pairs, and some great publicity for our church.

Use these ideas to spur you on to think about a contest you can run with your business that would encourage the radio stations to get involved.

91) Online – Make a Movie

If you know someone with a quirky sense of humor who's good with a camera, come up with a cool jingle/story/America's “Funniest Video” type of thing and put it on You Tube.

<http://www.YourPerfectHomeBusiness.com/recommends/youtube.html>

Then tell your friends, and send it out to your list. It's got to be hilarious or totally quirky to make an impact, but it can be done. Watch some of the “most watched” to find out what folks like, and then use those to spur on your own creativity here.

If you have much bigger bucks to invest and want a big bang for them, check out Scott Straten's movie business:

92) Offline - Volunteer

Pick an area that fits in your niche to volunteer. It might be at the local YMCA, or a local school, or even your zoo. It might be with a charity, or even in politics. Whatever you can do to create positive visibility is worth the effort. Again, you are here for credibility and building relationships. Don't bombard people with your business every time they turn around.

93) Online – Use Shock Value

Is there a way to create “shock value” with your advertising? You've seen headlines that do that. Things like:

WARNING!

If you don't want to make a million dollars in 6 weeks, don't look at this page!

Please don't read my website

Try and come up with your own shocking headline to stir up reader's interest. Don't lie or exaggerate what your product can do, but go ahead and exaggerate beyond belief about something in your headline and then make sure you set the record straight on your page. Your goal here is to get them to click and sign up for your newsletter.

94) Offline – Walk Around the Neighborhood

When you have a spare minute, take some time to walk around a neighborhood that could use your services. For example, in my case, I would actually go door to door and say something like, "Hello, my name is Darlene Hull and I'm just trying to meet the moms in the neighborhood. I run a business called "Mom-Defrazzler" and want to just let moms know I'm around if they're feeling stressed and need help. I'm also looking for moms to tell me where they feel stress, and to share tips and ideas they've found work for them. Are you a mom? (we would then get into a conversation, hopefully, about their trials and joys of motherhood)

Well, thanks for your time. Here's my card if there's anything I can do for you" Then I leave my card and off I go.

If you offer a kind of business service, target a commercial area. If you're in the health scene, go to sporting goods stores, exercise studios, fitness centres, etc. Don't sell, just introduce.

Go back to the same place every month or so for about 3 months, and then less often. Again, please remember you're building relationships and credibility, not pitching your business. Make friends. Get visible.

95) Online - Leave Off the Price

Here's a fun one that I've fallen for myself on many an occasion. If you are using your own website to sell a product, leave off the price. Just have a "click here to purchase" button. That's the hardest thing to get the customers to do. If they click the button and the cost is lower than expected, they'll probably buy because they're already half way through the transaction.

Of course, for this to work you need to make sure you're selling a great product for a great price.

96) Offline - Business Cards \$

When you do up business cards, think creatively. How can you make that business card valuable? Can you put a discount coupon on the back? Offer a free service? Put a great tip on the back? Can you give them a reason to hold on to it and call you?

Can you make your card an odd shape (but still fit into a regular card holder – preferably still sticking out a bit somehow), with striking graphics? What can you do to stand out from the normal crowd? This card should reflect you and your business in a very creative way. Take time with it.

What about attaching something to it? My cards have a numbered tip on the back – like the Starbucks coffee cup quote idea. For a special promotion they could be attached to a long-stemmed daisy (the daisy is my logo) or for every day I could attach a bag of relaxation tea or a small sample of high quality chocolate, or even wedding bubbles! How about a lottery ticket or a photo of your last luxury vacation that your business paid for? Let your imagination fly here!

Need inexpensive cards? Try here:

<http://www.YourPerfectHomeBusiness.com/recommends/vistaprint.html>

97) Online - Get Testimonials

One of the best ways to get credibility and increase sales is to get testimonials. Send a free sample of your product to people who's opinion counts in your

industry (i.e. Don't get network marketing gurus to give a testimonial of your vitamins. Get a name in the health industry to do that!)

Have them write out a precise testimonial – a before and after, specific results, have they told their friends? etc. Post this testimonial to your website.

98) Offline - Benefit Cards \$

Here's a cool idea. Create benefit cards by creating a list of benefits that your company/product offers (look at idea #49 on page 81 for some ideas here). Now take these benefits, and put one benefit on each card with the benefit title, and underneath, write what that might mean. For example:

Have More Flexible Time

- **be at more of my kids' events**
- **have more time away with my spouse**
- **be able to jump at opportunities as they arise**

Get as many as you can – brainstorm with others to get these done. Do them up in a very snazzy way (not just black words on white paper).

Now when you make a contact and they're interested enough to want to set up an appointment, send them a complete set of these cards and have them go through them and pick out their top three.

On your appointment day, go over their choice, and show them step-by-step how your company can help them meet those specific goals. Get details on cost, health problems, or whatever else it is they're trying to remove or create, and design a specific business plan for them, step-by-step. If you're new at this business, call the client in advance to find out what cards they picked, and design the plan with the help of someone more experienced. Then just walk them through the plan when you get to your client's home.

99) Online – Run a Countdown Event

Create a cool sale/offer/product that is really worth its beans, and offer it for just a few days. Make a big deal about the countdown. Make sure you post it to all your forums and blogs and press release sites, and sig files. Get it everywhere. Get friends on board to promote it with you (and maybe sweeten the pot with offers of their own). Let the countdown create some momentum and conversation.

It's best to do this when you already have a list of positive, active contacts (even if it's small) and are trying to increase that list.

100) Offline – Celebrate!

Have a big celebration for a major holiday or event. Get other businesses to join you to share the cost, and throw a big party for your neighborhood. Get bouncy castles, dunk tanks (and dunk the local politician!) great food, games and prizes. If you get lots of people/businesses helping you will probably have little to no cost. Make sure you invite the press and have your name as the main sponsor.

101) Online – Have a Tips Sheet

Create a list of 50 -100 ways to do something that has to do with your niche. Make a nice web-page of it or a PDF (make sure you have a hyperlink to your website on it) and offer it free to whomever wants it. Make sure it's useful information that people are looking for, and then offer it in your sig file, and on your website.

It's even more useful if this sheet can be printed off and posted somewhere and still looks very attractive. Here's one I did as an example:

<http://www.YourPerfectHomeBusiness.com/recommends/50ways.html>

102) Offline – Use Your Tip Sheet Offline

If you've done a nice job of your tips sheet, print some off and place them in appropriate businesses/shops that cater to your niche market. It's a plus for both of you!

103) Online – Use a PS

When you're sending an e-mail or newsletter, use a PS to re-state your offer or the urgency of your offer. It will catch the attention of the “scrollers” and make your offer stronger.

104) Offline – Tip of the Day on your Sizzle Line

Why not do a tip of the day on the phone? Have drop cards that advertise this tip of the day service and a number to call. At the end of the tip give your elevator speech and invite them to leave their name and number for a follow-up call regarding your business.

105) Online – Use Spiral Marketing

Sometimes what you have to offer is just too expensive and risky for the uninitiated. Here's a different way to approach that.

Design a system where you start small – something everyone can afford – and then build it piece by piece, training them all the while, so that your customers see results for little risk. Then when they've gained trust in what you have to offer, and have used this to train themselves in promoting small things, and have made enough profit to pay for advertising, hit them with a bigger idea.

For information on how to do that, get my free e-book here:

<http://www.YourPerfectHomeBusiness.com>

106) Offline – Hold a Draw \$

Find a business in your area that caters to your clients (but doesn't compete against you – again, see item #17) and ask if you can hold a business card draw for a free sample of your product.

Folks toss in their business cards for a chance to win. You have all their contact information. Send the prize to the person who won, and send a “regrets” letter to everyone else with some marketing material. Make sure you follow up with these folks a week later and then in a month or so.

107) Online – Have a Referrals Contest for your Newsletter

Need more subscribers? Find some really cool (normally sold-for-profit item) give-away from another business that they'll donate in exchange for advertising. Then offer this as a free gift for the person who helps you get the most sign-ups. It's a win-win for everyone!

108) Offline – Go a Little Crazy

You already see this happening with some restaurants and other stores. They have someone dressed in their mascot costume and stand on the street corner with a big sandwich board to draw your attention to their business.

So, be creative and dress up in a costume (something appropriate to your industry) and/or sandwich board and hand out cards and even small inexpensive gifts on a street corner. Use lots of energy, and be very extroverted. If you aren't that type of person and can't imagine becoming that type of person, hire a young student to do it for you, and pay them per card/gift they place in someone's hand.

The goal here is to make an impact that others will remember with a smile.

109) Online – Use Viral Marketing Products

Make sure every page you have on your website has a "refer a friend" button to make it really easy for them to tell their friends about your site. Here's a great one to try:

<http://www.YourPerfectHomeBusiness.com/recommends/tellafriend.html>

Make sure every product that leaves your hands has your contact information on it and an invitation to join your newsletter.

Create things that have “pass around” value with regards to your industry and start passing them around.

110) Offline - Practice Your Presentations

This works especially well if you're just beginning.

Call up a friend and ask them if they would allow you to practice your presentation with them. Tell them how much time it will take, and ask them to be “tough”. Make it clear that you're NOT asking them to sign up, but to simply be a guinea pig so that you can gain confidence and fluency with your presentation.

Work hard at putting your presentation together. Study the standard objections for your specific market (your upline should be able to help you out here) and keep practicing alone until you can do this well and in under 30 minutes.

Then go try it on as many friends as will allow you to. By letting this be your practice session your friends will have a much more open stance while their listening, and they might well sign up because of it. If they don't, you've had a wonderful opportunity to practice your presentation, and your ability to handle objections.

Once you're done, ask your friends if they know anyone who might be interested in your business opportunity or in your products. Ask them to call their friend for

you, and if the friend is interested, have your friends give you their contact information.

Works like a charm!

111) Online – Hold a “Crummy Job” contest

Talk about a way to get contacts who need to start their own business! Have people enter the contest through a page where their sign-up information (name and e-mail address) automatically puts them on a special newsletter list that talks about the benefits and steps to working at home. Perhaps you could also give away a product or e-book that supports this as a special gift for each entry.

Have people write about their worst boss (no names, please), what they hate most about their job, and maybe have a separate contest for the person with the longest commute in traffic jams. Have them guess how much it costs and/or how difficult it is, to start a home business. Have a really good prize for this (donated by some great company who wants the advertising – it must be something these folks WANT) and then advertise it like crazy. Post all the entries online for people to read when you're done. Make sure it links back to your page!

112) Offline – Do a” Morning Coffee” Stand \$

Set up a hot coffee and tea stand at your nearest bus shelter in time for the early business run. Make the shelter comfortable, bring some nice music, and offer free hot drinks. Make a point of being in your pajamas and showing them that you feel sorry for them having to go to work at this crazy hour of the morning. Make sure

you have some marketing materials on hand. Again, don't push your business down their throat, just bless them with your coffee services.

113) Online – Autoresponders

Don't give anyone anything until you have their name and e-mail address to add them to your newsletter/autoresponder messages. You'll only get a sale after you've built the trust. This rarely happens the first time around.

You can get free autoresponders but they're rarely worth it. If they break down you have no help. They are not multifunctional and they make your business look bad. If you're absolutely desperate, go ahead, but I recommend investing in a solid, proven one. It's the lifeblood of your business. Here's the one I use:

<http://www.YourPerfectHomeBusiness.com/recommends/getresponse.html>

If that's too expensive for you at this time, I would recommend the option at the New Plan Network that I mentioned earlier. You can check it out here:

<http://www.YourPerfectHomeBusiness.com/recommends/NPNMain.html>

114) Offline – Write a Personal Letter

By writing a personal letter to your warm market you can often avoid that uncomfortable situation where the person you're talking to can't get away. We've all been there.

Here's a great letter to use for just that kind of thing:

Darlene Hull

Box 1200

Calgary, AB

<http://www.mom-defrazzler.com>

Dear Joe

I hope you are doing well. I can't believe how quickly time goes by. I was remembering (put a memory here) and it felt like it was just yesterday.

Recently I was talking with my friend, *<friend's or sponsor's name here>*, about this very thing. Well, actually the conversation started with our frustration that not only is time running faster than we can cope with, but our money is running out even faster – I'm sure you know what I mean! I've been thinking of getting a second job recently to just get ahead, but wondered how to put another part time job into an already full schedule.

As I was commiserating over this, *<Put friend's name/sponsor's name here>* gave me a copy of a little book called "[How To Get Rich Without Winning the Lottery](#)" and urged me to read it right away. It was a pretty small book, so I did. It showed me all the different options I had to choose from to create an extra \$500 to \$1000 to put away each month so that I could do what the rich do -- have their money make more money for them!

Anyway, as I worked through it I decided that while I might not have enough time for a part time job, I could probably squeeze an extra hour or two out of each day to set up a business of my own. This was one of the many suggestions offered in the book, the one that best appealed to me. It sure beats getting a second job! Hah!

I just wanted to let you know. I'll let you know in a few weeks how it's going for me. If you know of anyone who also needs a little spare cash, I'd sure appreciate you sending them my way.

Wish me luck!

Sincerely,

(sign your name here, in blue ink)

<Put your name here>

PS: If you want a copy of that same little book to read, let me know and I'll fire one off to you.

Please note that the book-title hyperlink is in the letter for your benefit so you can get that book, not for the recipient of the letter! Obviously you can't send hyperlinks through the mail. Yet.

115) Online – Use a List Service \$

These can be expensive, but sometimes you can get lucky with good leads for a good price.

Here's a great place to start:

<http://www.YourPerfectHomeBusiness.com/recommends/goleads.html>

116) Offline - Welcome Wagon \$\$

Get on board with the Welcome Wagon to donate products, coupons, or other small gifts with your name on them. Choose whether these are best for new moms, new arrivals to the neighborhood, new businesses, etc. and get your information into the hands of tons of new clients. You also get a print out of the people who received it so you can follow up well.

<http://www.YourPerfectHomeBusiness.com/recommends/welcomewagon.html>

Other Resources:

Here's a list of other places that provide products and training for building your business. Check them out!

How to Succeed in 30 Days:

<http://www.YourPerfectHomeBusiness.com/recommends/succeed30.html>

Insider Secrets to Marketing Your Business:

<http://www.YourPerfectHomeBusiness.com/recommends/Insider.html>

The List FX:

<http://www.YourPerfectHomeBusiness.com/recommends/listfx.html>

Earn Money While You Sleep:

<http://www.YourPerfectHomeBusiness.com/recommends/earnmoney.html>

The List Crusade:

<http://www.YourPerfectHomeBusiness.com/recommends/listcrusade.html>

Home Based Working Moms

<http://www.YourPerfectHomeBusiness.com/recommends/hbwm.html>

Recruit Your Way to Millions

<http://www.YourPerfectHomeBusiness.com/recommends/recruitmillions.html>

And make sure you're getting all those tax savings:

<http://www.YourPerfectHomeBusiness.com/recommends/taxtips.html>

Now that you have all these ideas, what are you going to do?

Work Them!

Successful people have more than one way to build their business. Take these steps now to insure a solid, successful business for yourself:

1. Determine 3-5 methods you can commit to in order to build your business.
2. Then commit to it.
3. Apply it for the next 30-days and see what happens.
4. Weed out what isn't working, replace it with something new.
5. Stay focused.

Keep track of your prospects

Here's a great article from

<http://pw2.netcom.com/~bultpruf/name.htm>

It's pretty self-explanatory so I'll let it speak for itself:

What Was That Guy's Name?

You called and had a great conversation with him, and jotted down copious notes.

...and promptly lost them. It's 24 hours later. A lot has happened since then, and now you're trying to find those notes on that great guy. Now, **where did you put them?**

If this sounds familiar, it's clearly time for you to get a little more organized.

A great start would be to **start a set of binders**. In these binders will be various kinds of information (all of which we'll cover in some of the other tips), but one of the very first binders you should set up is for your "Prospects."

This is the binder where you should keep prospect sheets for **every single potential distributor and customer** that you speak with.

**Before you pick up the phone or send the email,
this binder should be opened to the right place**

You should have a **clean, blank sheet** in front of you if this is a "first contact" with a potential distributor or customer, or...

You should have the binder open to the sheet for that potential distributor or customer, if you have spoken with him/her before.

In our business, it's easy enough to disappear into a morass of paperwork, so **one of the best things you can do** for yourself is to make sure that you know who you're talking to and what the previous conversations, if any, have been.

Try this for one week. We guarantee it will make a world of difference in your level of confidence when dealing with potential new distributors for your team or customers for your product.

- Make up some "[Prospect Profile](#)" forms, which have **all the "key" information** about each person you have in your downline or which you will be contacting.

Include all the basic information on that contact, such as name, address, etc.

Have a place to indicate important contact info, like how you approached them (telephone, email, etc.) and what the result of your initial contact was.

Also include exactly what you sent to the prospect and on what date you did so (as well as the method you used to ship it - UPS, Priority, Book rate, etc.)

- Buy some of those tiny, colored Post-It tabs so you can code each prospect. For example, if you have one particular prospect who is **VERY** excited and close to signing up, you might use the red tabs to earmark his page for ease in finding his sheet the next time you speak.
- Organize your "Prospect Profile" forms in a way that best suits your working style. Some people like them to be chronological. Some people prefer them to be alphabetical. Whichever style is the easiest for you to comfortably work with is the one you should use.

And finally...

Invest your profits into your business.

Don't go and blow all your new-found money on stuff. At the beginning, invest all of the profit into new ways to increase profit. Once you're covering good paid advertising that's working effectively, then you can start to spend some of your hard earned wealth on yourself.

You also need to tithe – in other words, give 10% of all your gross earnings to a charity or your religious institution. It's one of the biggest secrets to financial freedom. Hold your new wealth with open hands and share it generously. Check out Mark Victor Hansen's book on this called "[The Miracle of Tithing](#)" if you have further questions or don't understand what I'm talking about.

Closing Remarks

And that's it!

I hope you found the book helpful. If you have ideas you'd like me to put into the book, by all means, contact me with the information!

If you find broken or bad links let me know so I can fix them.

I wish you every success in following your dreams!

God bless you!

Darlene Hull

www.mom-defrazzler.com

www.SuccessfulHomeBusinessforMoms.com

www.YourPerfectHomeBusiness.com