RAPID ONLINE ADVERTISING

Gain Maximum Exposure for Your Products and Services Through the Benefits of Online Advertising!

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RAPID ONLINE ADVERTISING

Gain Maximum Exposure for Your Products and Services Through the Benefits of Online Advertising!

1.0 Internet and the World of Online Advertising

1.1 Why Use Online Advertising?

There is an old adage that states, "It pays to advertise". In those long ago days, BC (Before Computers), businesses could open out in the real brick and mortar world in small towns and never pay for one word of advertising.

But those days never existed on the internet and they never will. If you are to have any kind of business on the internet, advertising is just a given.

You might have the world's greatest product but if you don't advertise on the internet, nobody will be able to find you at all. It really is just that simple. Internet advertising really serves two purposes. First is tells the world that you HAVE a product and what it is and then it tells the world how to FIND you, your website and your product.

The chances of a single person who would be interested in buying whatever it is that you are selling just accidentally stumbling across your website are probably about a bazillion to none. Yes, you have got to advertise if you have a business on the internet.

There are, of course, many, many methods by which one can advertise. There is paid-for advertising and there is also methods of free advertising that actually work. Most business people on the internet find that a combination of both paid-for and free advertising is the best answer.

The competition for business is stiff (that's a real understatement) on the internet. There are probably hundreds of millions of websites and a lot of them are selling products and services that are similar to the products and services that you are selling. Unless you advertise effectively, your competitors will get all of the sales.

Advertising does pay and you will need to find the right mixture of paid for and free advertising that will best serve your needs.

1.2 Online Advertising – The Advantages

Every online business must do some advertising or nobody will know the business even exists on the internet. Effective advertising is the very lifeline of any internet business.

There are a great many advantages of advertising online over advertising in traditional print, radio or television. Just a few of the advantages gained by online advertising are:

1. **Cost**: The cost of comparable advertising in print form or on radio or television as compared to the cost of advertising on the internet falls greatly in favor of online advertising. More people can be reached for a far smaller cost by advertising on line as opposed to any of the traditional advertising methods.

2. **Availability**: The availability of advertising to potential customers by advertising online far exceeds the availability by traditional advertising techniques. There is a possibility for every person on the planet that has access to a computer to see an online advertisement. On the other hand, only those who subscribe to print publications, or who are listening to a particular radio station or watching a particular television program are going to see advertisements that are placed in those venues.

3. **Lower Advertising Cost per Sale**: The fact is that it simply far less expensive to advertise on the internet than it is to advertise in print, on the

radio or on television and the advertising is also more effective in producing sales because it is better targeted.

In relativity cost studies of advertising techniques, it has been proven that online advertising is just more effective than tradition advertising techniques. It is more cost effective and it is simply a more efficient advertising method that has been used up to this point in time.

Yes, advertising does pay and online advertising pays better than other, more traditional methods.

1.3 Online Advertising – The Disadvantages

Several years ago there was a movie that starred the late George Burns by the name of 'Oh God II". In the movie a little girl asks God (played by George Burns) why there were 'bad' things. George answered that He (God) had never figured out how to make up without a down or a good without a bad or words to that effect.

I guess that is as good an answer as any because for every advantage to everything there is always a corresponding disadvantage and online advertising isn't the exception to that rule.

One of the disadvantages to online advertising is the somewhat lack of control of cost that is almost built into it. For example: If you choose to place a banner advertisement on a website, you will very likely be charged a PPI (Pay Per Impression).

That is, every time that anybody clicks on that website and your banner ad is displayed, you are charged a fee….maybe not a large fee, but a fee nevertheless. And these small charges can add up to very big bucks.

The effectiveness of these kinds of banner advertisements is somewhat questionable, as well.

You can be charged as much as a thousand dollars and never have your banner clicked on at all but you are still charged for each time it is shown. Only you can determine whether this kind of advertising is really effective for you and your product or service.

Another method of paid advertising on the internet that may or may not be effective is what is called PPC (Pay Per Click). This is the way that most all search engine advertisement is charged. You are charged when your advertisement is clicked on.

Of course, when somebody clicks on your ad that means that they are visiting your website so you sure have a better chance of making a sale than you do with PPI advertising.

2.0 Free Rapid Online Advertising Methods That Work

2.1 Article Marketing and Directory Submission

One of the most effective ways of advertising for free on the internet is by the writing and marketing of articles. It isn't a secret that the internet has an insatiable appetite for words.

Content really is king on the internet and there is a constant search by those who own websites and those who publish E-zines for material...new material to put on their websites or in the E-zines. It is true that the internet is made up of more than words but words are in the greatest demand.

Articles that are to be submitted to article banks should meet certain standards, of course, and you will not make any money at all from the articles that you submit to these article banks. You will get advertising...free advertising but you will not be paid.

Very, very briefly articles which are to be submitted to article banks need to:

1. **Be no longer than 300 to 400 words long.**

2. **Need to be key word rich.**

3. **Need to have an attention getting title that includes key words.**

4. **Need to have an attention getting first sentence that includes key words.**

5. **Need to contain a resource box that has your full name and the address to your website.**

You can write the articles yourself. You can hire ghost writers to write them for you or you can purchase PLR (Private Label Rights) articles and rewrite them.

You can either do the submissions to the article banks yourself by hand, so to speak, or you can use submission software that can help you cut down on the time involved or you can hire an article submission company to do article submissions for you.

Whatever course you choose for getting articles written and submitted will be fine. You just need to do it because this is one of the most effective free advertising methods ever devised.

2.2 Search Engine Optimization

Advertising on the Search Engine sites like Google is, of course, not free advertising. Most all of the search engines use a method called PPC (Pay Per click) to determine how much money you owe them each month.

There is a charge made for each time a web surfer clicks on your advertisement whether they buy a product or not. It is a well known fact that the better PageRank that you have the most click you will get and the more sales that you will make.

PageRank is where your site ranks in search results when a surfer types your key words into the search box and hits 'search'. The higher your rank, the better and this is and the method for getting a better PageRank is what is called SEO or Search Engine Optimization.

There are many tried and true methods for SEO available on the internet and while you pay for advertisements on search engine sites most of the SEO

techniques are free of charge. These techniques usually just require time rather than money. Some SEO techniques are:

1. **Writing and marketing articles and E-books that contain a resource box with your name and a link to your website.**

2. **Posting to blogs and forums above a sig tag that contains your name and a link to your website.**

3. **Submitting your blog and forum posts to social bookmarking sites.**

4. **Keeping your site key-word rich.**

5. **Frequently updating your site.**

Remember that the idea for SEO is to get the spiders to visit your website as often as possible and to put as many links to your website out on the internet as you can. Those two things are basically the two determining factors of PageRank and the two thinks that matter most in Search Engine Optimization.

2.3 Using Blogs and RSS Feeds

Everybody who has been involved in internet marketing for more than the last 15 or 20 minutes already knows that writing and marketing articles and E-books is one of the better free methods available for free advertising on the internet.

Sometimes, however, the use of blogs and RSS feeds is overlooked as the great advertising and SEO tools that they are.

For almost any topic that you think of there are a multitude of blogs and forums on the internet that are dedicated to that topic. Blogs and forums are big on the internet right now and they are a very big part of what we call Web 2.0.

Web 2.0 is what has evolved since the big dot com bust that happened back in 2001. The old web was driven by marketers but Web 2.0 is driven by users. And users want a voice. Blogs and forums give them that voice.

While it is advisable for you to post to the blogs and forums on the websites that belong to others, it is even more adventitious for you to have a blog or forum on your own website.

The search engine spiders love websites that are updated and every post to a blog or forum is a website update. If others post, it doesn't even take any of your precious time.

Another almost painless way to have your website updated constantly is by the use of RSS feeds. An RSS feed can supply your website with constantly changing content.

That is a very, very good thing. Not only is it good for your SEO but it also something that the visitors to your website will like and come to rely upon. That is what is sometimes called a win/win situation and by using both a blog and an RSS feed; you will create a win/win/win situation.

2.4 Traffic Exchange Programs

Traffic Exchange programs have been around for awhile on the internet. These programs offer two methods by which credits can be accumulated. One method is by visiting other websites on the exchange for a minimum of thirty seconds (usually) and the second method is to purchase credits.

Not all traffic exchange programs offer purchasing of credits but most do. There are a set number of credits required for a webmaster to gain a hit for his website.

Some traffic exchange programs offer a paid membership version of the program that gives the paid members a more advantageous credit to hit ratio.

There are several advantages to using a traffic exchange program. The first, and most obvious advantage is, of course, that you are getting free advertising and, as we all are well aware of, "FREE" is a very, very good thing. You can gain the exposure by investing only your time and not your money.

Another advantage to the traffic exchange program is that you will be visiting websites that you might find helpful to you in your own business. You might even discover potential joint venture partners.

The traffic exchange program has the potential for creating more sales for you because other exchange members will be visiting your website. Any visitor is always a potential customer.

You really don't have to read every single page that you visit in order to accumulate your credits. Unless the traffic exchange program mandates the use of CAPTCHA, you can even have the program running in the background while you are doing other things.

Yes, there are many advantages to incorporating traffic exchange programs into your advertising plan. Free exposure of any kind is always better than no

exposure at all and the additional hits to your website can help to increase your PageRank as well.

2.5 Starting Affiliate Programs

Starting your own affiliate program is an excellent way to get other people to advertise for you as well as sell your product or service for you.

There is an old adage that states, "**Half of something is better than all of nothing.**"

This is basically what the entire principle of affiliate programs is built upon.

You are hiring commission salesmen who will advertise and sell your product for you but you will not pay these salesmen one red cent unless they actually sell your product or service and they are giving you a lot of absolutely free advertising in the process.

An affiliate marketer *isn't* going to make any money unless he sells your product or service and he isn't going to make any sales unless he advertises your product. You do not pay him for advertising. The advertising that an affiliate marketer does comes out of HIS advertising budget and not your advertising budget.

Therefore, all of the advertising that an affiliate marketer does for you is free to YOU. It may well not be free to the affiliate marketer bit that advertising isn't going to cost YOU one red cent.

Of course, the affiliate marketer fully intends to make a profit by selling your product or service for a commission...usually about fifty percent (50%) of the sales price and sometimes more.

Basically, an affiliate program means letting your product or service pay for its own advertising.

Now some affiliate marketing programs do charge a fee for setting up an account as well as a commission on sales but there is at least one free one as well and others that are very low cost.

PayDotCom, for example is **free** and SalesFlurry.com is very, very **low cost** and they don't charge a commission on sales, either.

References:
http://paydotcom.com/
http://www.salesflurry.com/

2.6 Even More Free Advertising Methods That Work

There are so many ways of gaining free advertising on the internet. Of course, there are paid-for advertising methods as well and you really do need a good combination of both paid as well as free advertising in order to become successful.

Some additional methods of free online advertising that you might overlook but that should still be considered as viable options are:

1. **There is the free method of article writing and marketing to article banks but there is also the writing and marketing of E-books**.

   There are E-book repositories that work just like article banks. Other webmasters or E-zine publishers can download and use your E-book for free but they must not change a singe word. Your website address can appear on each and every page of an E-book.

   That means that when it is reproduced that those who read it will see your website address many times and your resource box will be included at the end of the book.

2. **Another free advertising option is Craigslist**.

   Craigslist is basically the world's largest classified ad section and you can place advertisements in Craigslist for free. It works just about the same as the classified advertisement section in a newspaper.

   There are categories for everything from housing to jobs to services to personals. But there are also forums that are sorted by topics.

   http://www.craigslist.com/

3. **Link exchanges are another free advertising method that some have found useful as effective**.

   The idea is to find a business that sells products or services that are similar to or related to the products of services that you are selling and simply exchange links.

Your advertisement appears on your link exchange partner's website and his advertisement appears on your website. The trick is to get a link exchange partner who has a PageRank of seven or better.

3.0 Low-Cost Rapid Online Advertising Methods That Work

3.1 Pay-Per-Click Programs

"It pays to advertise" is only half the story. The rest of the story is that you have to "pay to advertise". I had a very wise friend once who told me that you always must 'pay something for something'. He was right. Free advertising methods all cost time and the paid advertising methods all cost money. The idea is to get the most bangs for the buck, so to speak.

Your advertising budget is no doubt limited as most advertising budgets are. So you want each advertising dollar to produce as many conversions as possible.

Pay-Per-Click (PPC) has proven itself to be an extremely effective paid for method of advertising. It's been around a long time now and it shows no signs of lessening...as a matter of fact, it grows stronger by the day.

The two best known pay-per-click programs are Google Adwords and Yahoo Search and Google Adwords is the one that seems to be gaining the most market share at the moment.

The trick to using pay-per-click advertising effectively is your key-word strategy in Adword campaigns and just how well you can analyze the results as the campaign progresses.

All pay-per-click advertising campaigns need to be set up so that the keywords that aren't working can be filtered out and the ones that are really effective and are producing sales can be enhanced or improved upon.

One of the better things about pay-per-click advertising campaigns is that you are given the opportunity to set your own advertising budget so you do have control over how much money you will spend.

This is an extremely important feature for those who have limited advertising budgets and want to get the most they can out of a pay-per-click campaign and spend as few dollars as possible to do it.

3.2 E-zine Advertising

Paying for advertisements in E-zines is maybe one of the most cost effective methods of paid advertising that is available on the internet today.

There are a great many free methods of advertising available to webmasters but the best kind of advertising (paid for OR free) is the kind that is delivered to an audience that is interested in what you are selling. A TARGETED audience will always produce the best advertising-dollar to sales ratio.

You can find a list of E-zines that are published by searching for them on the internet. No matter what the topic of your website is or the kind of products or services that you sell, you can rest assured that there are many, many E-zines being published everyday that are related in some way.

People subscribe to E-zines because they are looking for information related to a specific subject that they want to stay abreast of. That is the basic idea of all E-zines. They are not general publications like your daily newspaper or like many hard copy magazines.

They are subject-specific and the people who subscribe to them are focused on that one narrow subject so the mailing-list of the people who will receive your paid-for advertisement that you place in an E-zine that is related to your product or service is a mailing-list of your very best prospective customers. Now THAT is targeted advertising!

Advertising in E-zines that are being sent out to a list of your best prospective customers is very low. You can spend fewer dollars on this kind of target advertising and get better results than with just about any other kind of advertising.

The average cost of placing an advertisement in an E-zine will be between twenty and thirty dollars ($20-$30) per mailing and your results might just be spectacular.

3.3 Banner and Website Advertising

Banner and website advertising sometimes gets a bum rap. There are those who tell you that it is a totally ineffective method of paid-for advertising but these folks are wrong. They probably just didn't know how to use banner and website advertising effectively.

There is always a right way a wrong way and a better way of doing almost any kind of advertising whether it is free advertising or paid-for advertising and banner and website advertising is not the exception to that rule.

First let me explain that there are two basic ways in which banner and website advertising is charged for. There are PPI (Pay Per Impression) and PPC (Pay Per Click).

PPI means that you are charged each time your banner is displayed. That is anything that a web surfer visits the website where your banner is being displayed he will see you advertisement and whether he clicks on your advertisement or nor, you are charged.

PPC means that you are charged each time your banner is clicked on. That is when a web surfer visits the site on which your banner is displayed, sees the banner, clicks on it and is taken to your website there is a charge.

Now...the trick to making banner and website advertising effective is first to choose the websites where your banner will be displayed carefully. The websites that you choose must be DIRECTLY related to your products and services.

The copy that is on the home page of the website that you choose to display your banner advertising must be relevant to your products or services as well.

Unless there is an obvious connection, your banner ad will not be effective and you will simply be wasting money....maybe a lot of money. So the secret to effective banner advertising is all in the choices of websites that you make.

3.4 Press Releases

Press releases about a new website or a new product being offered by an established website is one method of paid for advertising that can be very effective.

It is important to remember that a press release MUST be written in the correct form. If you are not familiar with this form, you might do well to have someone who knows the correct form to write your press release for you. There are companies that perform this service for a very reasonable fee.

You are usually asked to supply the information and the details and then a ghost writer will compose your press release and put it into the correct form. You can find these companies by using your favorite search engine and typing in the words, 'press release writing'.

Many of the companies that can supply press writing services also distribute press releases.

You can also find a lot of information about how to write your own press release on the internet and there is even press release writing software available but even if you do write your own press release, you will most likely need to hire a company to distribute your press release for you and sometimes it is almost the same cost to have the press release written and distributed as just getting one written.

You can, however, save a few bucks by writing your own press releases.

These press release distribution companies can get your press release published both online as well in hard copy newspapers and magazines that are relative to your business and to the products and services for which the press release is related to.

The press releases are also put onto RSS feeds that are related to your subject matter as well, which provides instant advertising for you.

3.5 Co-Registration Leads

Have you ever wondered how marketers have opt-in lists that are so long....a hundred thousand...several hundred thousand? Many of the top internet marketers have those impressively (impossibly?) long lists because they subscribe to co-registration services.

At first glance co-registration might appear to be a glorified way of buying opt-in lists but it really isn't that at all. These are leads that are generated legitimately. There is more than one way in which these leads are generated.

The first method is designed so that these co-registration lists have people sign up specifically for YOUR list. This method allows you to write up a description of your list then your description is displayed on high traffic websites along with an opt-in form for YOUR list.

This means that each person who has filled out the opt-in form has opted in to your specific list. You are charged by the lead.

Another way that the leads are generated is that people who have requested more information on the topic to which your website, your product and services and your list is dedicated.

These leads are usually generated by companies that place a form on a high traffic website that ask people to inquire about or request more information.

When people fill out the form requesting information, their names and email addresses are added to lists which are then sold to webmasters who are looking for perspective customers...and thus members of their opt-in lists.

The first method is the best one because it is possible for there to be misunderstandings when the second method is used. People don't always realize that they are agreeing to receive marketing emails and sometimes these advertisements really don't make that point clear.

Subscribing to a co-registration leads building company can add a great many names and email addresses to your opt-in list and do it very effectively.

3.6 Other Paid Advertising Methods That Work

There are many methods of paid advertising that have proven to be effective over time. PPI (Pay Per Impression) is a method that works. This is a method whereby you place banner ads on high traffic websites and pay each time the ad is displayed. PPC (Pay Per Click) advertising is another method that works.

This method is one in which you are charged each time your advertisement is clicked on and your website is visited either through Search Engine advertisements of through banner advertisements.

Advertising in E-zines that are sent to people who would be most interested in your product or service is another very, very effective method of paid-for advertising that works.

These and other well established paid-for advertising methods have been used successfully by many very well-known internet marketers. There are, however, a few less well-known but still very effective ways methods of paid for advertising that you might need to use as well.

On such method is to employ a traffic generating service. These services place pop-up, pop-under, and exit-pops as a method to deliver visitors to your website.

Surprisingly these services are not all that expensive and the services very often do come with a guarantee of visitors to your website. Of course, they do NOT guarantee that you will make sales.

Another method of effective paid-for advertising is to create an affiliate program for your product or service and list it with either ClickBank or Commission Junction or both.

There is a charge for setting the program up on both sites and both of these sites do charge a commission on each sale but these are the sites where you will find the top affiliate marketers in the business today.

You might also consider placing your advertisement on blog sites that are dedicated to topics that relate to your product or service, as well.

4.0 Lousy Advertising Methods You MUST Avoid

4.1 Avoid Anything That Has The Word "BLAST" In It!

Have you ever noticed how some words become 'buzz' words? Some of these words are good and some of them just raise red flags. The 'Blast' word is one that raises major red flags.

The dictionary defines the word 'blast' as: "a sudden and violent gust of wind" or "the blowing of a trumpet, whistle, etc." or "a loud, sudden sound or noise" or "a forcible stream of air from the mouth, bellows, or the like." None of those definitions are very appealing or positive, are they?

A slang use of the term 'blast' is: "having a very enjoyable time (i.e. "We had a blast!") Sometimes the word "blast" means "a vigorous outburst of criticism; attack."

No matter how the word 'blast' is used it really isn't a very positive word and when it is used by companies engaged in internet advertising it often denotes a less than desirable company to do business with because the techniques that they are advocating might just blow up in your face.

There are many companies on the internet that use the word 'blast' in the advertisements for their services. You can find advertisements that advocate "Massive Ad Blast" or "Blast Podcasts" or "Fax Blast" or "Email Blast Advertising" and a host of others.

There are also companies that use the word 'blast' in their company names. It is simply the best overall policy to avoid all advertising businesses that use the term 'blast' although there may be some that are legitimate.

In the English language descriptive words are used freely and often. They are used to tell you what a 'thing' is and each one of those descriptive words cause responses in those who hear them or see them. The word, 'blast' is one that should be avoided.

4.2 The REAL Truth about FFAs and Safe Lists

You have likely heard of FFA's and Safe Lists. If you haven't "FFA" is NOT an acronym for 'Future Farmers of America' in this case. It is an acronym for "Free For All" links and this kind of free-for-all isn't as much fun as it sounds like it is and a "Safe List" is only a safe bet that you are going to get an awful lot of mail in your inbox.

In the beginning an FFA or a Safe List was a method by which webmasters helped one another to advertise their goods and services for free by providing space for others to place advertisements on their own websites. It seemed like a good idea at the time and for awhile it was but that is just no longer the case.

FFA's and Safe Lists are usually divided by category. For example you will see divisions like 'computers, business, pets, swimming pools, etc.' The idea was that a website owner could place an advertisement on an FFA or Safe List and when surfers came across that advertisement, they could just click on it and sales would increase for free.

Then two things happened that rendered FFA's and Safe Lists useless.

The first was automated software that could be purchased very inexpensively that would place advertisements on every FFA and Safe List on the net without a website owner even needing to visit the site to place the ad. This defeated the purpose for even providing FFA or Safe List space on a website.

The second thing that happened was the CAN SPAM act that became law in 2002. Now website owners needed members for their opt-in lists and the FFA and Safe List pages became nothing more than collectors of information for the website owner.

Basically, the only thing that you will get out of an FFA or Safe List is a lot of unwanted mail.

4.3 Tips on Identifying Lousy Advertising Campaigns

There are a great many very good and very effective paid-for advertising methods that are used very successfully by the top internet marketers of our day. These very successful and very effective techniques can be used correctly or they can be used incorrectly.

When they are used correctly, they produce the desired results. When they are used incorrectly, they are nothing more than lousy advertising campaigns and they will not produce the desired results.

One tip that I can give you is that you had better know what you are doing when you initiate any advertising campaign or you can spend an awful lot of money without getting any results at all.

Some ways to identify really lousy advertising campaigns is like this:

1. **A lousy PPI (Pay Per Impression) campaign is easily spotted when the banner advertisement that is being charged for appears on a page that is totally unrelated to the banner ad**. The idea is to advertise

to a targeted audience and if the website that displays the banner ad has no bearing on the product being sold it is absolutely worthless.

2. **A lousy PPC (Pay Per Click) campaign can be identified by the poor use (or even NO use) of key words**. The effective use of key words is always the key to the success of any PPC advertising campaign.

3. **A lousy E-zine advertisement is one that bears no relationship to the topic of the E-zine in which it appears**.

4. **Press releases that are not in the correct form or which are not clearly written are lousy**. You might not ever spot these because they aren't very likely to ever get published anywhere.

Making your advertising dollars go as far as they can go and achieve the best possible results is your objective.

5.0 In Closing

5.1 Rapid Online Advertising Power Tips

Launching a rapid online advertising campaign that will be effective and produce the results that you are looking for is dependent upon you finding the right mix of free advertising and paid-for advertising and launching both simultaneously so that you achieve the greatest effect.

Advertising....all advertising...can be powerful but online advertising is a 'horse of a different color' in many ways. Unlike hard copy advertising or advertising on the radio or on television, online advertising works for you twenty-four hours a day, seven days a week.

The internet never sleeps even though you must do so.

So you want to make your online advertising rapid and powerful and lasting all at the very same time.

Tip #1: **Coordinate your free and paid-for advertising**. Make sure that you are advertising the same product or the same offer in all of your advertising whether it is free or paid-for. Don't advertise product 'A' in free advertising and product 'B' in paid advertising. You will be misusing both mediums.

Tip #2: **Use the best of both worlds**. There are the better free methods of advertising as well as the better of the paid-for advertising methods. Both methods are going to require something from you.

The paid advertising requires your money but the free advertising always requires your time. So balance the requirements and use just the best of both worlds.

Tip #3: **If you need help, get it**. There are companies out there on the internet that are very well adept at conducting advertising campaigns that employ the use of both paid-for advertising as well as free advertising. They are experts and they do get results. If you need help, then don't hesitate to use advertising services.

Rapid online advertising principles work and they can add to your bottom line!

5.2 Rapid Online Advertising – The School of Thought

Advertising does pay. That is a fact that has been proven time after time after time down through the centuries.

Those who advertise are simply going to make more money than those who don't advertise out in the real brick and mortar world and on the internet those who don't advertise aren't going to make any money at all while those who do advertise will make money and those who advertise effectively will make a lot of money.

Those are just the pain unvarnished facts of internet marketing.

The rapid online advertising school of thought is this: There are good and bad methods of advertising. There are also free and paid-for methods of advertising. You will find both good free as well as good paid for advertising methods and you will also both bad free as well as bad paid for advertising methods on the internet.

You have to determine which of the free and which of the paid-for advertising methods will best serve your needs and then you need to put every single one of those methods to work and see to it that they are used effectively.

The rapid advertising school of thought says that a combination of free and paid for advertising methods that are both used to advertise the same product all at the very same time will produce the results that you are seeking in the shortest period of time possible...and time, as we all know, is always of the essence.

The rapid advertising school of thought also advocates getting help if you need it. Advertising is the link of every business to its customers. Without advertising you aren't going to sell anything and if you aren't well versed in advertising methods then buy the help that you need. It will be the best money that you have ever spent.

Recommended Resources

Recommended Reading

Edmund Loh's 8 Profit-Pulling PLR Strategies That Really Work! – unlock the secrets to making money with Private Label Rights using 8 totally unique, killer strategies!

19 Internet Business Models – eliminate guesswork and discover what makes the world go round for Internet Entrepreneurs and copy their success business systems for your own in a flash – low cost, high profit!

All-in-One E-Commerce Solutions

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- ✓ What to look out for in a Private Label product before purchasing it,

- ✓ **How to <u>smack your competitors flat</u> even though they may own the Private Label Rights and (Master) Resell Rights to the same products as you do!**

- ✓ And <u>so much more</u>! This is barely in a nutshell.

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- ✓ **Beautiful templates** that you can for your own graphic design purposes – E-Covers, web pages, etc.

- ✓ **Advanced Reseller Strategies** NOT covered in most paid products on the same subject,

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