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## Introduction

I've been telling people for over 4 years now that it doesn't matter how great a product or service is that you have. If you don't promote it, and more importantly, promote it properly...you are never going to make a significant amount of money online.

The problem with this fact is that many forms of advertising online are either too expensive for somebody on a tight budget...or just plain stink. Trust me, I have used some forms of advertising in my 4 years of marketing that have left a lot to be desired.

So what does a brand new marketer on a tight budget do? Does he just give in. or are there methods of advertising out there that if used properly can actually produce decent results?

The answer is a resounding yes to the latter part of that question. There are forms of advertising online that are not only free but very effective. In this report, I am going to cover 3 of my favorites. These 3 forms of advertising account for 90% of the sales that I make online and none of them cost me a cent.

I will present each method in its own chapter with explicit instructions on how to make the most out of each one. I am sure that if you follow my instructions to the letter, you will have no problem making a consistent income on the Internet.

So without further ado, let's get to my 3 favorite forms of advertising at absolutely NO cost to me whatsoever.

# Article Marketing

Okay, so what is article marketing?

Article marketing is exactly what it sounds like. You use articles, based on the niche you're targeting, to help generate sales for your product or service. This is one of the most effective means of marketing online.

But why?

The answer is simple. The Internet is ruled by content. If you were to look up any subject online you would find that in 99% of the cases, the information will be presented in article form. The sites that have the most content are also the sites that shoot to the top of the search engines... especially if it's relevant content. Thus, every marketer out there, who already knows this, is fighting the article wars.

That is why sites like Ezine Articles are so popular. Last I checked, their Alexa rank was around 222. I personally get hundreds of views on my articles each and every day. And the more I write, the more traffic I get. It doesn't get any simpler than that.

But you have to go about this process in an organized manner. There is a way to do this to get the most out of your articles. Here are the basic steps.

1. Before you even write your article, you need to pick a niche that you intent to attack, such as acne or Ipods or whatever it is. If you want to discover the best way to find niches, I'll direct you to a great resource for that as well at the end of this chapter.
2. After you pick your niche, you need to find a product that you want to sell or create your own. You need to have everything in place before you start writing anything.
3. After you have your product, you need to get yourself a blog at either Blogger or WordPress where you will then write a review of this product. If it's not your own product, you will need to get a review

copy from the author. Tell him you want to be an affiliate for him and you should have no trouble getting that review copy.

4. After you write your review, you will then place a link to the product you've just reviewed so that your prospect can check it out.
5. After all of this is in place, THEN you write your article. The article is NOT going to be about the product but about the PROBLEM that the product solves. For example, if you're selling a book on a natural acne cure, the article is going to be about something to do with acne. You can focus on teen acne, the causes of acne, the social ramifications of having acne and so on.
6. The article's resource box will then direct the prospect to your blog where you have reviewed the product.

And that's the whole process. If you write enough articles on your topic, over time, you will have enough views and visits to your blog and sales page that the sales will start to come in.

I have been doing this for 4 years and now make a 5 figure a month income, mostly from writing articles. I write about 3 a day. Add that up over 4 years and you can see that it comes out to quite a few articles floating around the Internet.

## Forums

This one may come as a shock to a lot of people. I make quite a nice income from forum participation...even though I am NOT allowed to advertise in them.

Okay, if you're totally confused, I can understand. I mean, how can you make money at a place where you are not allowed to advertise? It's a fair question. In order to understand the answer to this question, you need to understand a little about how forums operate and what the key is to making this work to your advantage. And this will work for ANY forum...not just Internet marketing forums.

Forums are made available to the public for the sole purpose of being able to come together and discuss their problems and offer solutions. Most of the posts that you will see at forums are of the variety, "I have <such and such a problem>...How do I solve it?" That's basically the bottom line. And then what happens is that the more knowledgeable members of the forum offer their help by answering these questions.

As members are around the forum for a while, eventually they get a reputation based on how helpful their responses are. This is where you can literally destroy any chances of earning an income from forums. Why?

Many members don't know how to behave at forums. Remember I said that you can't advertise at forums? Well, many people can't resist spamming the forums with their sales message. Ultimately, they end up getting banned from the place. So much for making money.

Other members can't help but flame other members and start arguments. If you're seen as somebody who is always looking for a fight, you're not going to make many sales either.

Yeah, I know, but how can you make sales if you can't advertise?

Here's how.

The members that contribute good content to the forum, help the other members, don't spam and generally don't get into arguments, are the ones who get looked up to by the other members.

This is where we come to the forum signature.

See, most forums will allow you to place a link to your product or service in your signature. Now, while this isn't direct advertising, it can be just as effective. When a marketer is recognized by his peers as somebody who is helpful, those peers will ultimately look at his signature. If they see something in it that looks like something that can help them, they will probably check it out. If they then like the sales page, they may end up as a paying customer...all without you doing one word of advertising.

The key is knowing how to behave at a forum and how to construct a signature. The behavior part should be common sense and following the few rules I gave you. But always read the forum rules as well. They should be posted somewhere.

One forum I hang out at makes up a good part of my income each and every month, simply because I am there and help other members...and it doesn't cost me a cent.

## Traffic Exchanges

Most people who use traffic exchanges don't make a penny.

Wait a minute, I thought you said these things work. What gives?

They do. The reason traffic exchanges don't work for most people is because they don't know how to properly use them. Jon Olson has built for himself a list of over 80,000 members all from Traffic Exchanges.

So what does he do differently from everyone else?

To answer that, you first have to understand how traffic exchanges work.

A traffic exchange is a service where you are allowed to show other members of the exchange YOUR web site in exchange for you looking at THEIR web site. For every page you view, you earn a view of your page.

Sounds simple enough right? So then why doesn't this work for about 99% of the people who use traffic exchanges?

The reason is this. When somebody views your page, they are trying with all their might to earn credits so that they can show their page to others. In order to do this, they need to get on and off your page quickly. To make this possible, most exchanges make it so that you only have to stay on a page for 30 seconds.

Now, think about this. You've got one of these long winded sales pages. There is no way in Hades that anybody can read one of those sales pages in 30 seconds. So ultimately, they open up your page, wait the 30 seconds and then move on to the next page.

You can't win this war...not with a regular sales page.

But...

If you create a short squeeze page giving away a free report on how to build traffic using traffic exchanges...most of these people are failing with them...

you will slowly see your opt in rate increase. Then once you get these people on your list, you then do the following:

1. Provide regular good content in the form of a newsletter series so that they stay on your list.
2. Give them an occasional pitch for your product or service.

Just keep using traffic exchanges in this way and you will find that you will make quite a few sales from them.

It boggles my mind why more people don't do this. Probably because they're just not educated in this area. Well, now you have NO excuses.

Follow this simple procedure and you will find that traffic exchanges will work for you...and it won't cost you a dime.

## Conclusion

As you can plainly see, there are free ways to get traffic and make sales. Do you know what my monthly advertising budget is to generate a 5 figure a month income? About \$200 a month. And the truth is, that \$200 a month only accounts for about \$1500 of my income. My other \$8500 plus comes from ALL free advertising. Ironically, my paid advertising doesn't work as well as my free advertising.

There is no reason why you can't make a significant income online without spending a fortune to do it.

There are several keys.

1. Have a solid product or service that solves a problem or need of your target market.
2. Use proper advertising methods and use them correctly.
3. Build your list from these methods. You can do some direct selling but building your list is always best.

And the last item can be done at no cost at all. The 3 methods I gave you are all free and all work.

**Bonus....**

**Here is a chapter from another ebook that I think you'll find useful in your search for Web traffic to your pages. It is on getting search engine traffic...**

# **How To Get Search Engine Traffic**

## **How To Research Keywords And Build Your Keyword List**

*What is Keyword Research?*

A form of market research in which you can discover what type of information is in demand. You can see what terms search engine users are typing in and searching for. If you can find out search terms, you can use them in your content so your content is found in search engines like Google, Yahoo, and MSN. But you have some major competition, so you need to know what you're doing.

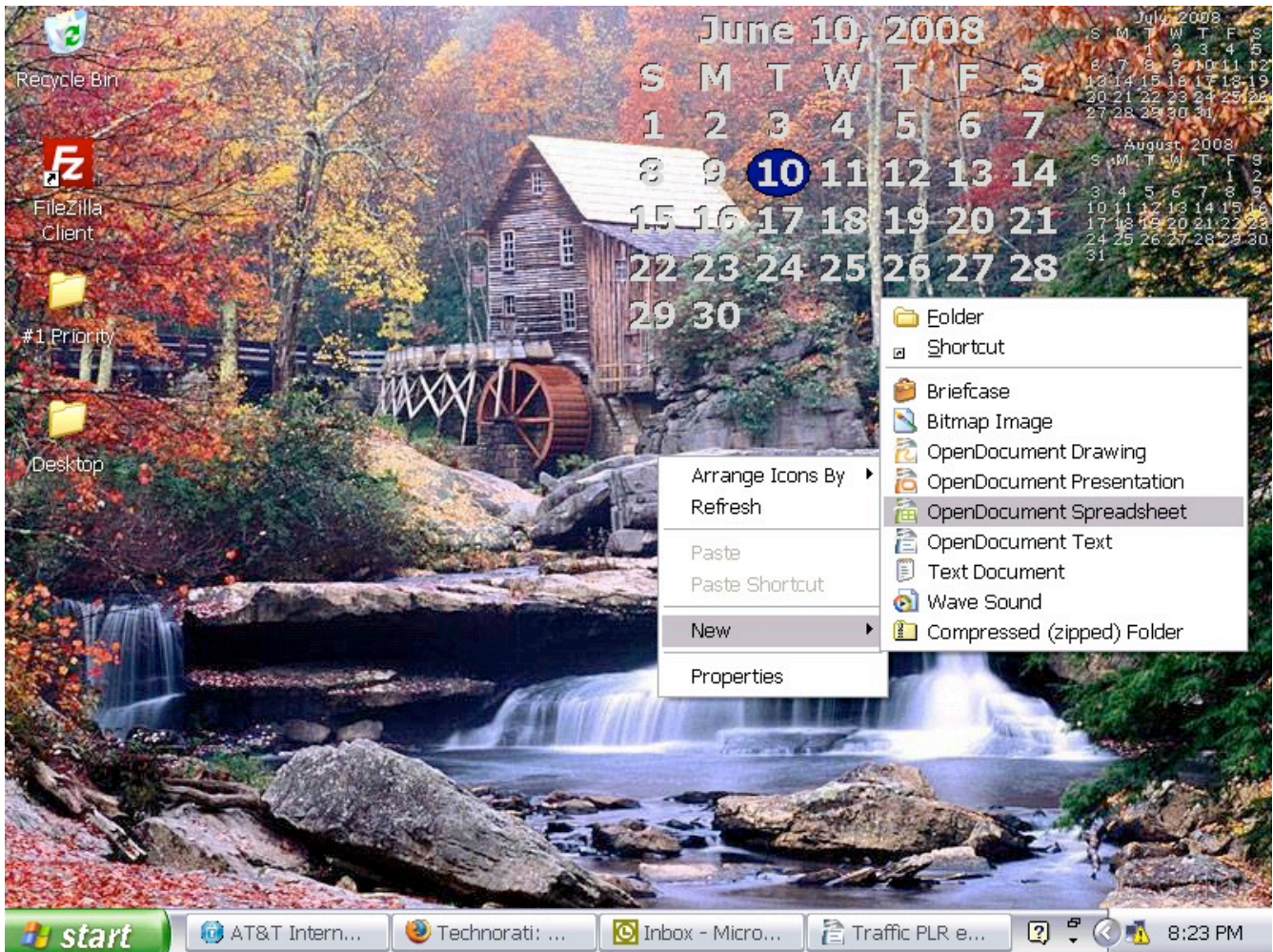
*What is a Keyword List?*

A compilation of keyword terms you compile from your keyword research. The beauty of keyword research is that you can make a keyword list and work on it for a long time before you have to do research again. In this keyword list, you're also going to note which keywords you're most likely to dominate in search results.

*(Please Turn The Page For Step 1...)*

- **STEP 1:** Create an OpenDocument Spreadsheet.

Right click mouse onto desktop > “New” > “OpenDocument Spreadsheet”



Screen Shot Shows How To Create An OpenDocument Spreadsheet

- **STEP 2:** Go to the [SEO Book keyword research tool](#) and see what terms are being searched for most in your market.

Seo Book Keyword Suggestion Tool - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://tools.seobook.com/keyword-tools/seobook/index.php

Enter your keyword. This tool is powered by [Wordtracker](#).

internet marketing

You must click on the submit button for this tool to work. Do not just hit enter.

Include Adult Terms

Submit

export to CSV

WordTracker	WordTracker count	Google daily est	Yahoo! daily est	MSN daily est	Overall daily est	Yahoo! Suggest	KW Discovery	Google Trends	Google Traffic Estimator	Google Suggest	Google Synonym	AdWords Keyword Tool	Quintura
<a href="#">internet marketing</a>	<a href="#">1396</a>	<a href="#">1,745</a>	<a href="#">501</a>	<a href="#">218</a>	<a href="#">2,462</a>	<a href="#">YI Sug 2</a>	<a href="#">KD</a>	<a href="#">internet marketing</a>	<a href="#">G traf est</a>	<a href="#">G Sugg</a>	<a href="#">Goog ~</a>	<a href="#">AdWords KW</a>	<a href="#">Quin</a>
<a href="#">internet marketing services</a>	<a href="#">173</a>	<a href="#">216</a>	<a href="#">62</a>	<a href="#">27</a>	<a href="#">305</a>	<a href="#">YI Sug 2</a>	<a href="#">KD</a>	<a href="#">internet marketing services</a>	<a href="#">G traf est</a>	<a href="#">G Sugg</a>	<a href="#">Goog ~</a>	<a href="#">AdWords KW</a>	<a href="#">Quin</a>
<a href="#">internet marketing canada</a>	<a href="#">160</a>	<a href="#">200</a>	<a href="#">57</a>	<a href="#">25</a>	<a href="#">282</a>	<a href="#">YI Sug 2</a>	<a href="#">KD</a>	<a href="#">internet marketing canada</a>	<a href="#">G traf est</a>	<a href="#">G Sugg</a>	<a href="#">Goog ~</a>	<a href="#">AdWords KW</a>	<a href="#">Quin</a>
<a href="#">internet marketing strategy</a>	<a href="#">130</a>	<a href="#">163</a>	<a href="#">47</a>	<a href="#">20</a>	<a href="#">229</a>	<a href="#">YI Sug 2</a>	<a href="#">KD</a>	<a href="#">internet marketing strategy</a>	<a href="#">G traf est</a>	<a href="#">G Sugg</a>	<a href="#">Goog ~</a>	<a href="#">AdWords KW</a>	<a href="#">Quin</a>
<a href="#">internet marketing of tourism products</a>	<a href="#">124</a>	<a href="#">155</a>	<a href="#">45</a>	<a href="#">19</a>	<a href="#">219</a>	<a href="#">YI Sug 2</a>	<a href="#">KD</a>	<a href="#">internet marketing of tourism products</a>	<a href="#">G traf est</a>	<a href="#">G Sugg</a>	<a href="#">Goog ~</a>	<a href="#">AdWords KW</a>	<a href="#">Quin</a>
<a href="#">internet marketing</a>	<a href="#">119</a>	<a href="#">149</a>	<a href="#">43</a>	<a href="#">19</a>	<a href="#">210</a>	<a href="#">YI Sug 2</a>	<a href="#">KD</a>	<a href="#">internet marketing</a>	<a href="#">G traf est</a>	<a href="#">G Sugg</a>	<a href="#">Goog ~</a>	<a href="#">AdWords KW</a>	<a href="#">Quin</a>

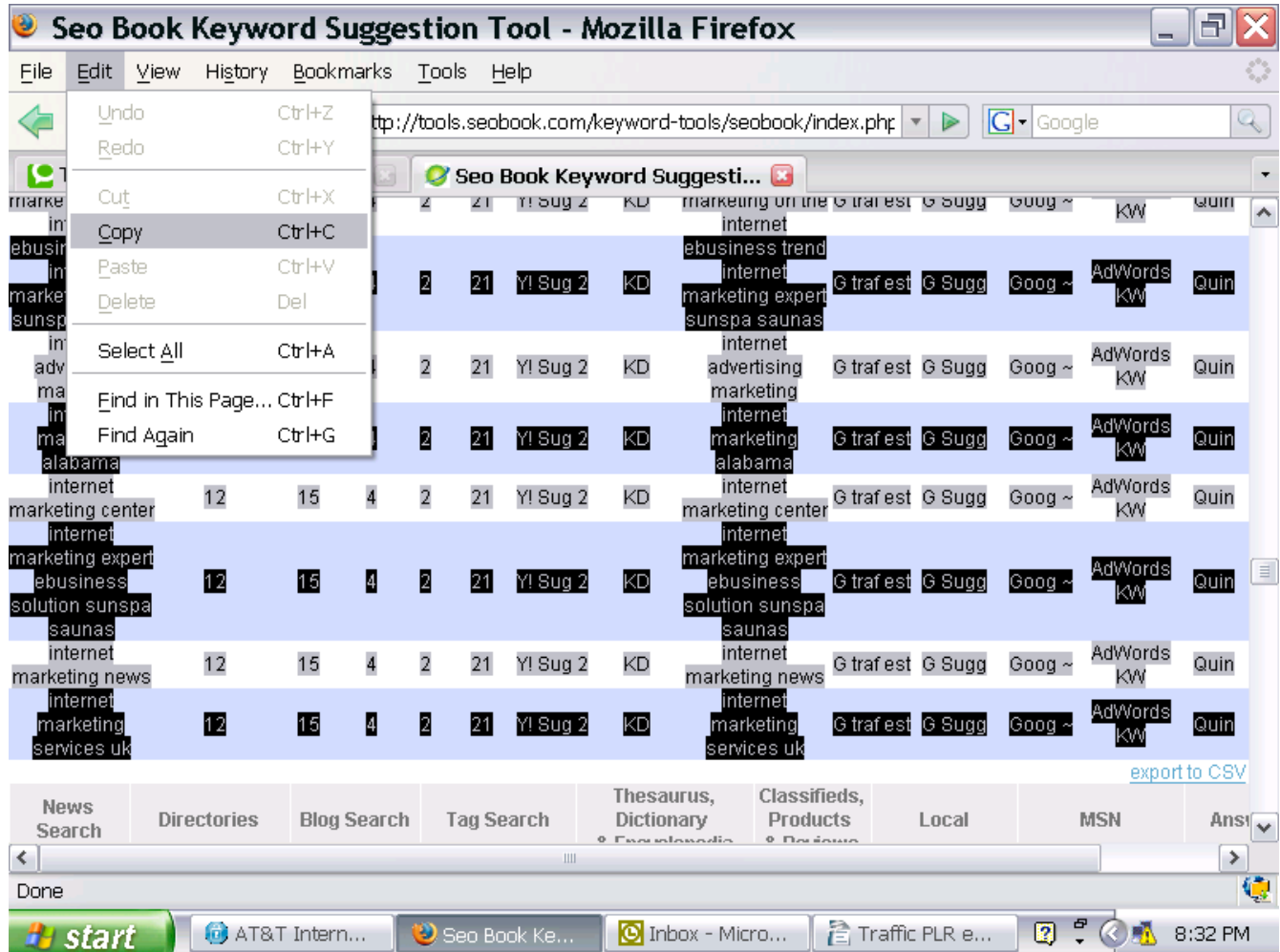
Done

start AT&T Intern... Seo Book Ke... Inbox - Micro... Traffic PLR e... 8:29 PM

A Simple Search For “Internet Marketing” Keywords Yields A Ton Of Related Keyword Results

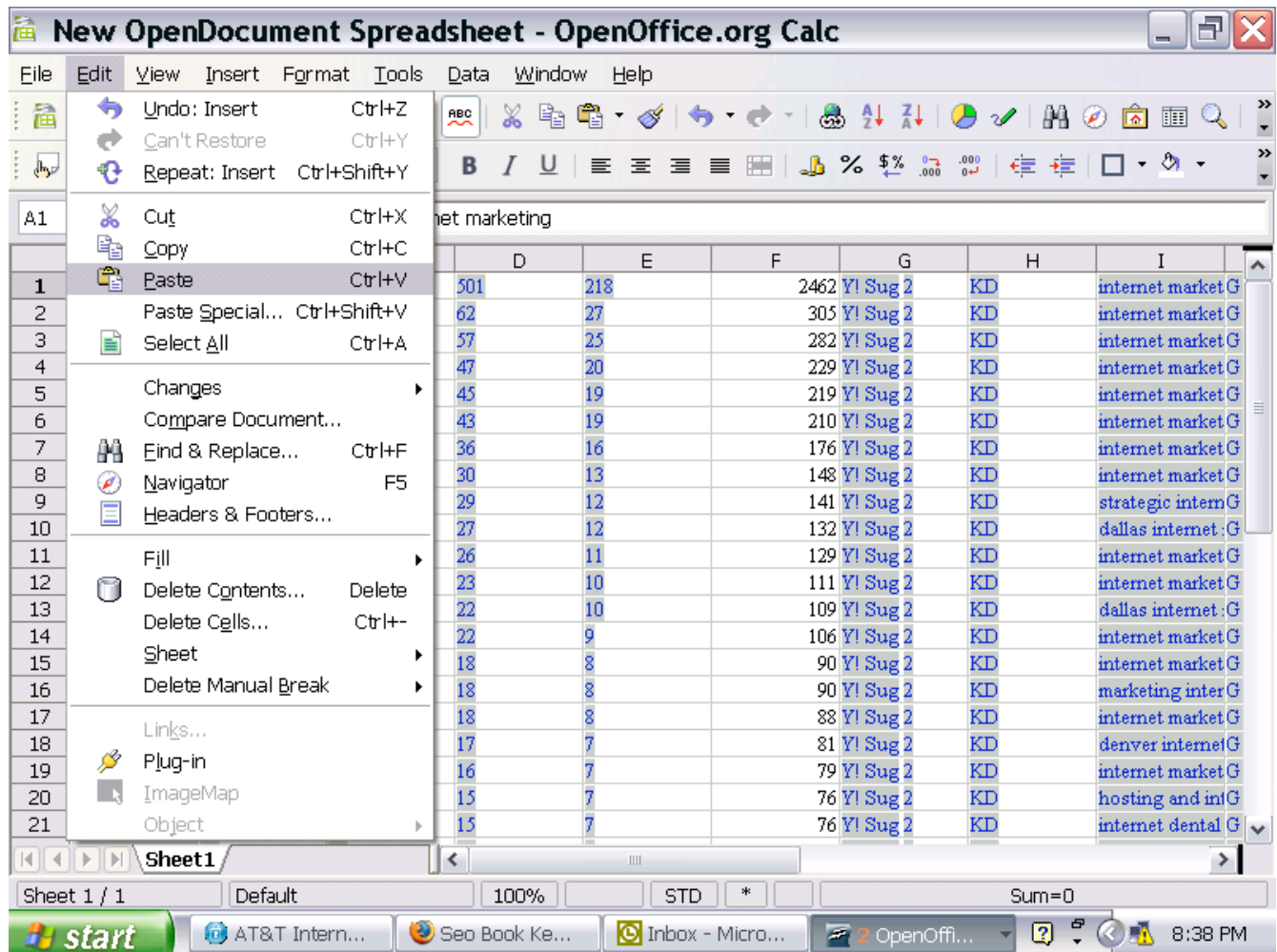
- **STEP 3:** Copy and paste all the terms and information into your spread sheet document. Highlight the row of only the keyword phrases and copy and paste them into your text document.

SEO Book Keyword Tool: Hold down left mouse button and drag it across all keywords and information within search results > Click “Edit” > Click “Copy”



Screen Shot Shows Keywords Highlighted And “Copy” Selected

Open OpenDocument Spreadsheet > Click “Edit” > Click “Paste”



Screen Shot Shows How To Paste Copied Keywords Onto Spreadsheet

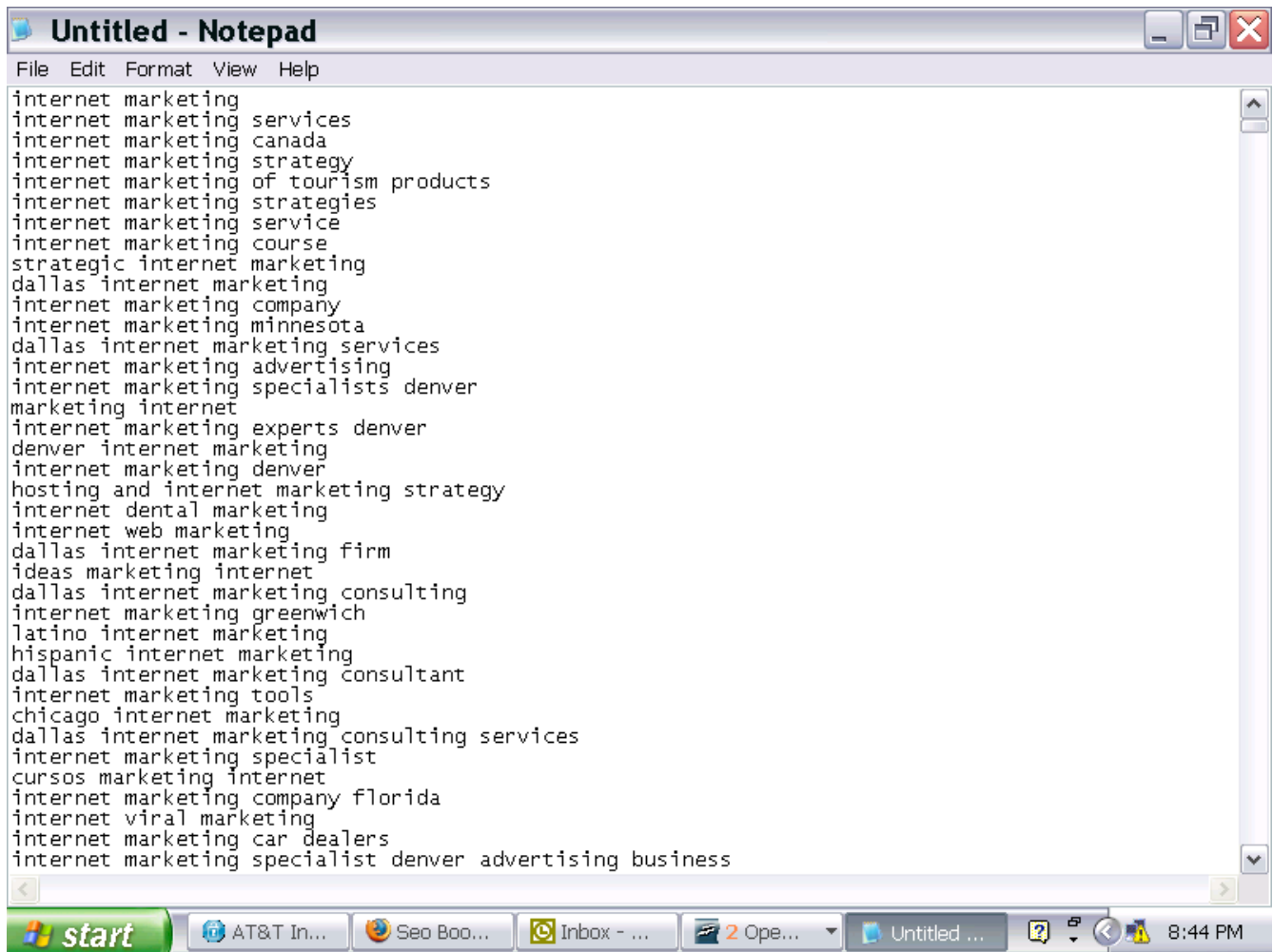
Click "A" to select only keywords > Click "Edit" > Click "Copy"

The screenshot shows the OpenOffice.org Calc application window. The spreadsheet contains a table with 21 rows and 10 columns (A-I). Column A is highlighted in yellow. The data in the table is as follows:

	A	B	C	D	E	F	G	H	I
1	internet market	1396	1,745	501	218	2462	YI Sug 2	KD	internet market G
2	internet market	173	216	62	27	305	YI Sug 2	KD	internet market G
3	internet market	160	200	57	25	282	YI Sug 2	KD	internet market G
4	internet market	130	163	47	20	229	YI Sug 2	KD	internet market G
5	internet market	124	155	45	19	219	YI Sug 2	KD	internet market G
6	internet market	119	149	43	19	210	YI Sug 2	KD	internet market G
7	internet market	100	125	36	16	176	YI Sug 2	KD	internet market G
8	internet market	84	105	30	13	148	YI Sug 2	KD	internet market G
9	strategic intern	80	100	29	12	141	YI Sug 2	KD	strategic intern G
10	dallas internet	75	94	27	12	132	YI Sug 2	KD	dallas internet G
11	internet market	73	91	26	11	129	YI Sug 2	KD	internet market G
12	internet market	63	79	23	10	111	YI Sug 2	KD	internet market G
13	dallas internet	62	78	22	10	109	YI Sug 2	KD	dallas internet G
14	internet market	60	75	22	9	106	YI Sug 2	KD	internet market G
15	internet market	51	64	18	8	90	YI Sug 2	KD	internet market G
16	marketing inter	51	64	18	8	90	YI Sug 2	KD	marketing inter G
17	internet market	50	63	18	8	88	YI Sug 2	KD	internet market G
18	denver internet	46	58	17	7	81	YI Sug 2	KD	denver internet G
19	internet market	45	56	16	7	79	YI Sug 2	KD	internet market G
20	hosting and in	43	54	15	7	76	YI Sug 2	KD	hosting and in G
21	internet dental	43	54	15	7	76	YI Sug 2	KD	internet dental G

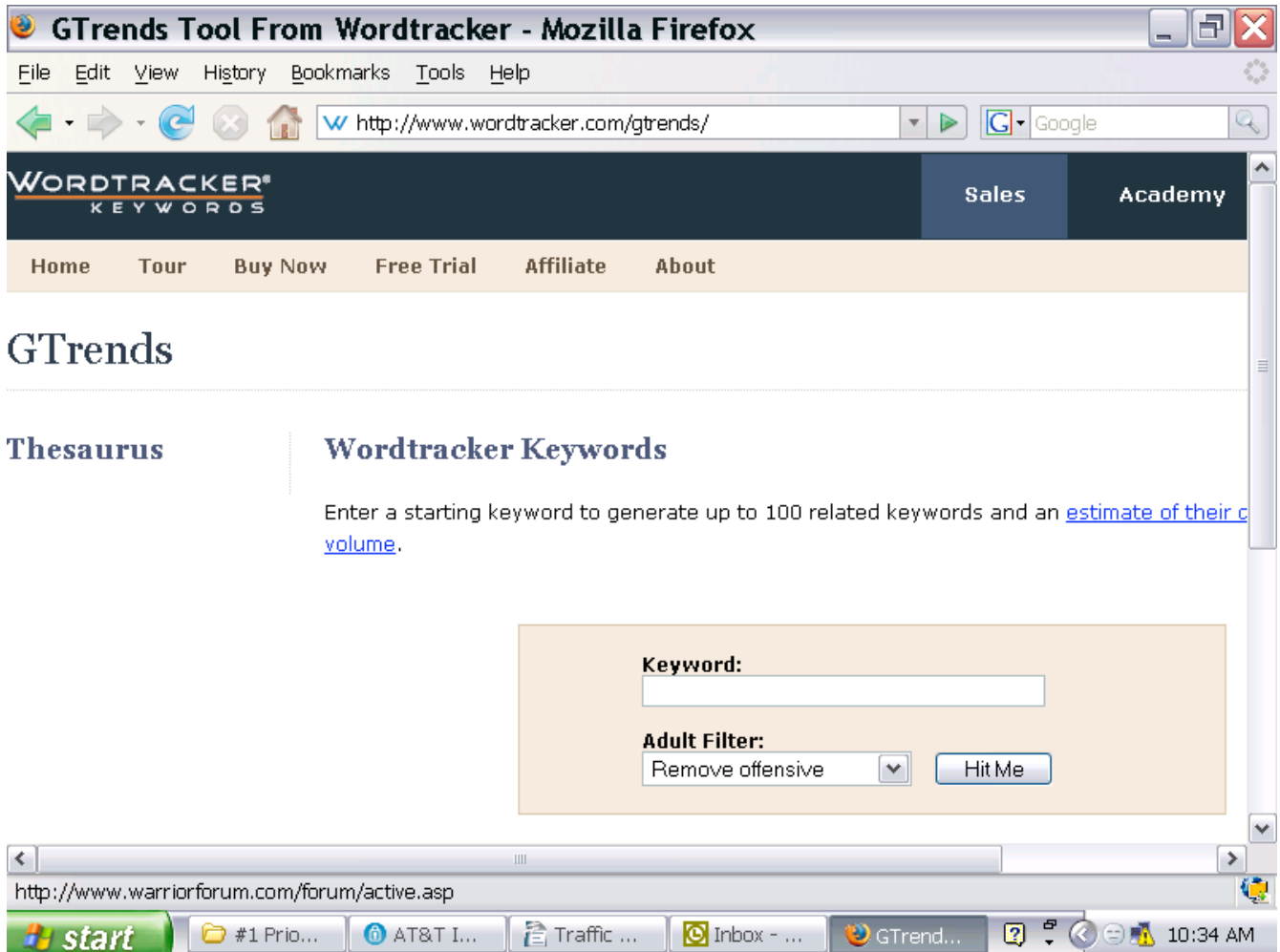
Screen Shot Shows What Page Will Look Like After Clicking "A" Above The Highlighted Keywords

Open a Text Document > Click “Edit” > Select “Paste” > Save Text Document  
As Keyword List



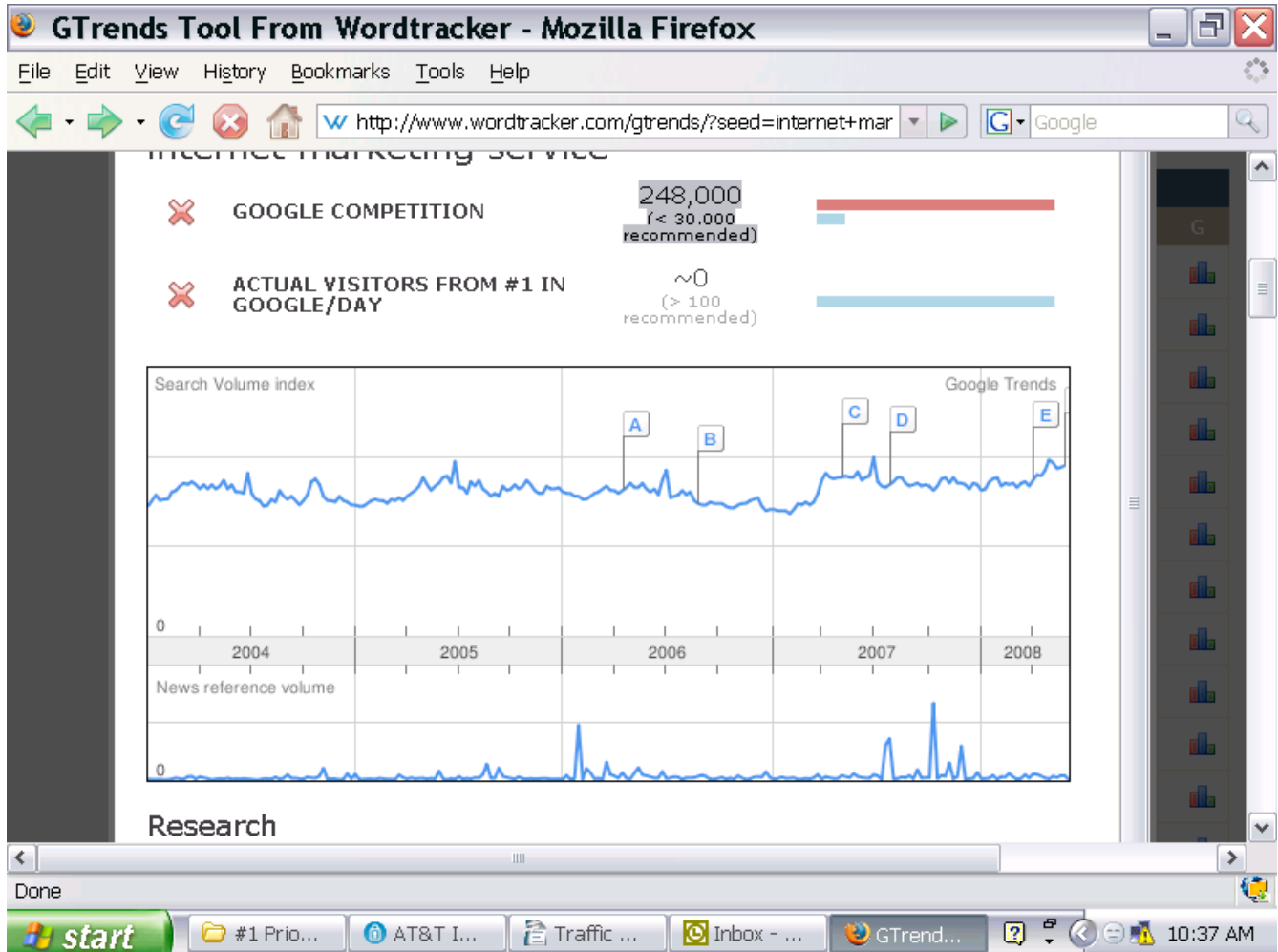
Screen Shot Shows What Your Keyword List Should Look Like

- **STEP 4:** Go to [WordTracker's Google Trends keyword research tool](#). Type in your keywords one-by-one to see how much competition you have. You can find out how many competitors for each keyword by clicking the little bar graph beside each keyword phrase. If you have little competition, then you know you can dominate these keywords and get the search engine traffic.



Screen Shot Of WordTracker's Google Trends Keyword Tool

- **STEP 5:** In your text document, go to the very top and type in “Keywords I Can Dominate.” Under that, list all the keyword phrases that you have a good shot at dominating according to WordTracker’s Google Trends keyword research tool. Find out by clicking the bar graphs.



Screen Shot Of What It'll Look Like Once You've Clicked The Graph Next To A Potential Keyword  
(Highlighted Information At Top Recommends Whether You Should Compete Or Not)

# How To Search Engine Optimize A Content Page

*What is Search Engine Optimization (SEO)?*

In non-Geek terms... SEO is a way to match your content pages with what people are searching for in search engines. There are entire books written on the subject, but the core principles are all you really need to get traffic through search engines. One half is getting incoming links and the other SEO.

- **STEP 1:** Use the keyword phrase in your title.



See How The Keywords “Website Traffic” Were Used In This Title At ProBlogger.net?

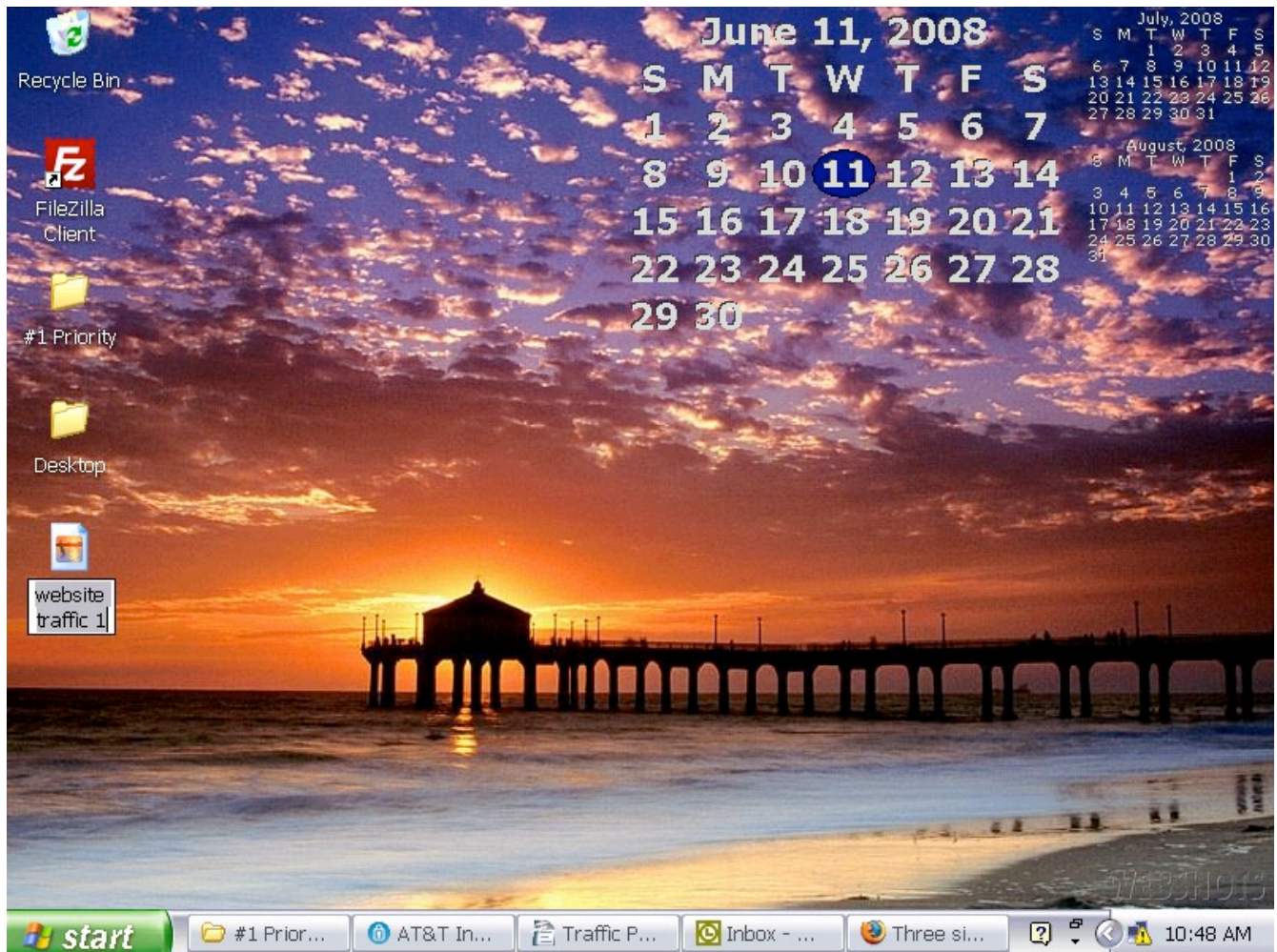
- **STEP 2:** Use the keyword phrase within the article, at least in the first paragraph. Don't over use the keyword phrase however.



Example Of "Website Traffic" Used In The First Sentence

- **STEP 3:** Use your keyword phrase to name any images that might be on the page.

Before you upload an image to your website, simply rename the file to your keyword phrase or somehow add the keyword phrase within. Click the file title once to rename it.



Screen Shot Of Changing The Name Of An Image File To The Keywords Plus A Number

- **BONUS TIP:** Keep Latent Semantic Indexing in mind as you write the content page. In Non-Geek terms... LSI is using words that are similar to your main keyword. This happens naturally, but if you remember to use more variations of your main keyword, then your content page can have more weight in the search engines!

# How To Search Engine Optimize Your Index Page

*Why is it Different to Search Engine Optimize an Index Page?*

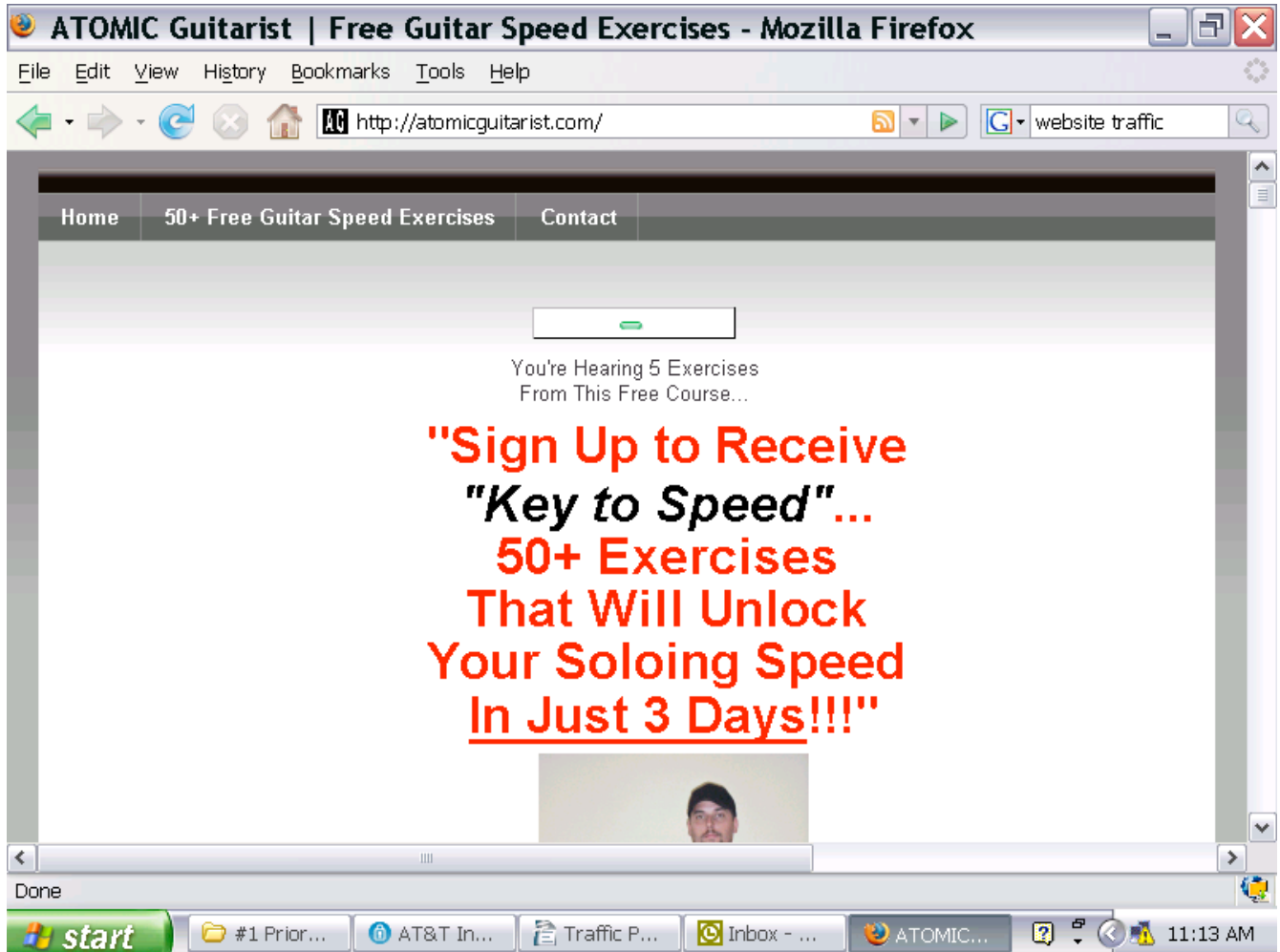
The difference is... you're purposely aiming to get loads of traffic from one highly-searched, highly-competitive keyword phrase. Not several low to mid searched terms you can easily dominate.

- **STEP 1:** Select a keyword phrase with a large search volume at SEO Book's Keyword Tool. Test out the search phrase in Google. Tip: Do a search for the term. If the #1 ranking page has a PageRank of less than 4, then you can possibly dominate the keyword phrase. If higher, you'll likely fail. Then again, I know small fish who have dominated HIGHLY competitive terms.

Keyword	Search Volume	Competition	Other Metrics	Keywords	Links
<a href="#">guitar</a>	4638	5,798	1,665 724 8,180	YI Sug 2 KD	<a href="#">guitar</a> <a href="#">G traf est</a> <a href="#">G Sugg</a> <a href="#">Goog ~</a> <a href="#">AdWords KW</a> <a href="#">Quin</a>
<a href="#">guitar hero</a>	4027	5,034	1,446 628 7,102	YI Sug 2 KD	<a href="#">guitar hero</a> <a href="#">G traf est</a> <a href="#">G Sugg</a> <a href="#">Goog ~</a> <a href="#">AdWords KW</a> <a href="#">Quin</a>
<a href="#">guitars</a>	2484	3,105	892 388 4,381	YI Sug 2 KD	<a href="#">guitars</a> <a href="#">G traf est</a> <a href="#">G Sugg</a> <a href="#">Goog ~</a> <a href="#">AdWords KW</a> <a href="#">Quin</a>
<a href="#">guitar center</a>	2464	3,080	885 384 4,346	YI Sug 2 KD	<a href="#">guitar center</a> <a href="#">G traf est</a> <a href="#">G Sugg</a> <a href="#">Goog ~</a> <a href="#">AdWords KW</a> <a href="#">Quin</a>
<a href="#">guitar hero 3</a>	2348	2,935	843 366 4,141	YI Sug 2 KD	<a href="#">guitar hero 3</a> <a href="#">G traf est</a> <a href="#">G Sugg</a> <a href="#">Goog ~</a> <a href="#">AdWords KW</a> <a href="#">Quin</a>
<a href="#">guitar chords</a>	2103	2,629	755 328 3,709	YI Sug 2 KD	<a href="#">guitar chords</a> <a href="#">G traf est</a> <a href="#">G Sugg</a> <a href="#">Goog ~</a> <a href="#">AdWords KW</a> <a href="#">Quin</a>
<a href="#">free guitar tabs</a>	1226	1,533	440 191 2,162	YI Sug 2 KD	<a href="#">free guitar tabs</a> <a href="#">G traf est</a> <a href="#">G Sugg</a> <a href="#">Goog ~</a> <a href="#">AdWords KW</a> <a href="#">Quin</a>
<a href="#">electric guitars</a>	1094	1,368	393 171 1,929	YI Sug 2 KD	<a href="#">electric guitars</a> <a href="#">G traf est</a> <a href="#">G Sugg</a> <a href="#">Goog ~</a> <a href="#">AdWords KW</a> <a href="#">Quin</a>
<a href="#">teardrops on my guitar</a>	1038	1,298	373 162 1,831	YI Sug 2 KD	<a href="#">teardrops on my guitar</a> <a href="#">G traf est</a> <a href="#">G Sugg</a> <a href="#">Goog ~</a> <a href="#">AdWords KW</a> <a href="#">Quin</a>
<a href="#">ultimate guitar</a>	1038	1,298	373 162 1,831	YI Sug 2 KD	<a href="#">ultimate guitar</a> <a href="#">G traf est</a> <a href="#">G Sugg</a> <a href="#">Goog ~</a> <a href="#">AdWords KW</a> <a href="#">Quin</a>
<a href="#">electric guitar</a>	1011	1,264	363 158 1,783	YI Sug 2 KD	<a href="#">electric guitar</a> <a href="#">G traf est</a> <a href="#">G Sugg</a> <a href="#">Goog ~</a> <a href="#">AdWords KW</a> <a href="#">Quin</a>
<a href="#">lyrics and guitar chords of besame mucho</a>	898	1,123	322 140 1,584	YI Sug 2 KD	<a href="#">lyrics and guitar chords of besame mucho</a> <a href="#">G traf est</a> <a href="#">G Sugg</a> <a href="#">Goog ~</a> <a href="#">AdWords KW</a> <a href="#">Quin</a>

Screen Shot Displays The Selection Of The Highly Searched Keyword Phrase “Free Guitar Tabs”

- **STEP 2:** Use your chosen keyword phrase in the title of your website.



Example Of Using The Keywords “Free Guitar Speed Exercises” In Title For Search Engine Traffic

- **STEP 3:** Use this keyword phrase as the names of images on your index page.

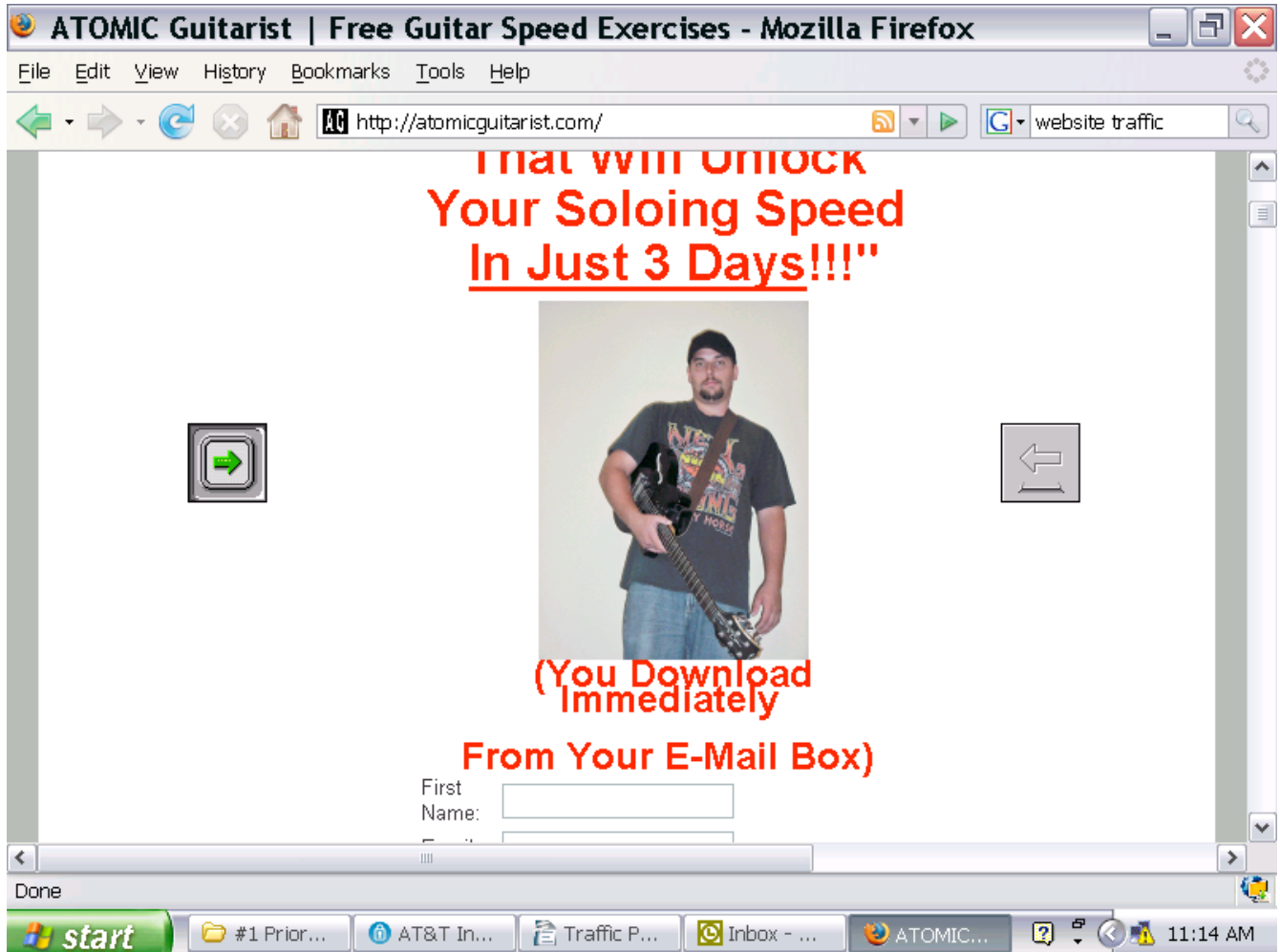


Image In Center Should Be Named "Free-Guitar-Speed-Exercises.gif"

- **BONUS TIPS:** Use this keyword phrase within all external, incoming links to your site. This is called anchoring. Also, optimize articles in directories with keywords related to your main keyword phrase. And use your keyword phrase on your index page in sub-heads.

# How To Submit Your URL To Free Website Directories

*What is a Website Directory?*

As it sounds. It's a directory of websites. You can often find free directories that will give you a free one-way link back to your website. Remember, you must have incoming links to get search engine traffic.

- **STEP 1:** Submit your URL to [free directories](#) and select “without reciprocal” because one-way links are far more valuable. Use your main keyword phrase for your site for the title of your site.

Free Web Directories - List Of Websites That Offer Free One Way Link - M...

File Edit View History Bookmarks Tools Help

http://www.onewaytextlink.com/links.php?type=free&page website traffic

OneWayTextLink.com

Home

Free Web Directories

Paid Web Directories

Track Your Submissions - Tour

Join One Way Text Link

Suggest A New Web Directory

NEW - Link Building Forum

Free Web Directories

List of Free Web Directories that offer a Free One Way Text Link

Let us keep track of your directory submissions.

Never forget which directories you've submitted to.

Keep better track of your link building campaigns.

Free Membership

[Sign Up](#) [Learn More](#)

Done

start #1 Prior... AT&T In... Traffic P... Inbox - ... Free W... 11:06 AM

Screen Shot Of OneWayTextLink.com, One Of Many Lists Of Website Directories

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<http://instantgiveawayproducts.com> is free to join at the basic level.

**If you need support with this report, please contact the person who sold you the report, or visit our helpdesk at <http://BadgerHelpdesk.com>**

**Thank you,**  
**Michael Badger**  
<http://MichaelBadger.com>

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