





## Four Free Things You Can Do To Market Your Business Online



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Hi, This is D'vorah Lansky coming to you from over the air waves and through this guide to bring you "Internet Marketing on a Shoestring". Each week we will bring you training, information and resources on various aspects of marketing that will provide you with the tools to be able to easily, affordably and effectively market your business online.

From creating a Professional Web Presence to maximizing your effectiveness on Social Networks, from easily Creating Marketing Videos to promote your business, to learning how to turn a Conference Call into multiple streams of income, you will have access to cutting edge technology and information to help you grow your business online.

As the title of our program states, "Internet Marketing on a Shoestring", we will be focusing primarily on Free and Affordable techniques. You will be amazed at what is available to you online. Today I am going to share with you Four Free Things You Can Do To Market Your Business Online! You will be learning how to:

1. Write Articles to Increase Your Web Traffic and Your Sales
2. Turn your Teleseminars into Multiple Streams of Income!
3. Maximize Your Effectiveness on Social Networks
4. Create Affordable and Professional Looking Marketing Videos

Each one of these topics can fill the pages of a book, however, today, I will provide you with a brief overview and a few tips that you can easily implement.

If you find that you would like more information on any of these topics or on any of the other numerous related topics we cover in our Marketing Series, you may want to visit our Members Area where you will have access to both our Weekly Tips and Gifts as well as a wide collection of articles, videos, mp3 recordings and related training resources on each of our topics. You can access both the Weekly Tips and Gifts and the Members Area by visiting [www.InternetMarketingOnaShoestring.com/members](http://www.InternetMarketingOnaShoestring.com/members)

Ok, let's begin. Article Marketing, Teleseminar Presentations, Social Networking and Video Marketing are easy and affordable methods that will give you a lot of "boom for your buck." These areas are directly connected and intertwined.

Article Marketing provides you with a way to reach a broad audience and gain their trust as they get to know and like you. Teleseminars provide you with a speaking platform and a recording that you can repurpose and use to create multiple streams of income. Video Marketing provides a much more personalized way for you to connect with your audience and Social Networking, when done correctly, provides you with a built in community of people who want to help you succeed.

As in anything in life, it takes time to learn a new skill. By doing just a little bit each day you will develop a sophisticated and effective online marketing campaign that will help you to grow your business and increase your sales.



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## Write Articles to Increase Your Web Traffic and Your Sales

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Article Marketing is the single most powerful thing you can do market your business online. You establish yourself as an expert, create a following and develop material which you can use many times over.

Once you have written and submitted your articles, carefully file them on our computer, in a specific folder called "Published Articles." These articles can be used as material for your online Newsletter, as segments of your training program, as part of an email campaign or even as material for your Teleseminars. Additionally, your articles can serve as the foundation of an eCourse and eventually you can turn a collection of articles into an eBook which you can sell or give away in exchange for people opting in with their email address.

Writing articles and posting them on the Article Marketing sites will bring traffic to your blog or website, give you further name brand recognition and highlight you as an expert in your field. When publishing your articles you are permitted to include a brief bio with links to your website along with any special offers. Carefully word your offer so that it provides something of value to the reader rather than trying to sell them something. Set up a free account at [EzineArticles.com](http://EzineArticles.com) and schedule time each week to compose and add articles on your given topic.

In addition to the article marketing sites such as Ezine Articles, you can use your articles as material for your blog posts and to further your reach on "Expert Sites" such as Squidoo, Hub Pages and Knoll.

The most common question asked in regards to Article Marketing are "How do I begin?" and "How long should my article be? Here is a perfect example of a type of article or series of articles that you can publish. Find out what questions your target audience is asking and develop a series of articles to answer those questions. For the purposes of this topic, let's say that your target audience wanted to know more about how to create and publish an Ezine.

You could write an article entitled, "Answers to the 7 Most Commonly Asked Questions About Ezines." Here is an example of the types of questions you could answer. What is an Ezine, How do I create my own Ezine?, How do I publish my Ezine?, How do I get subscribers?, What should I put in my Ezine?, Should I allow advertisements in my Ezine?, How do I locate advertisers? After you write this main article, you can take each of these questions and write an article on that topic. Expand this further and you can create an eBook!

To learn more about Article Marketing visit us online at [www.InternetMarketingOnaShoestring.com](http://www.InternetMarketingOnaShoestring.com) and/or visit [www.EzineArticles.com](http://www.EzineArticles.com) and do a search on the topic and/or go to Jeff Herring, The Article Marketing Guy, you can even do a search for him at [www.EzineArticles.com](http://www.EzineArticles.com)



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## Turn Your Teleseminars Into Multiple Streams of Income

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A Teleseminar, which is a form of a Conference Call, is a powerful way to connect with your audience and a fantastic way to create several streams of income. The difference between a Teleseminar and a Conference Call is basically in that a Teleseminar usually indicates that there will be learning going on while Conference Calls are often used as online meetings and a place to share news and updates.

You can offer Teleseminars on any topic imaginable! To maximize your online marketing efforts, you may want to develop a Teleseminar that addresses the needs of your clients or prospects. Here are some examples:

- Authors can give a book reading
- Authors can be interviewed, thus turning their Teleseminar into a Virtual Book Tour
- Product providers can offer Teleseminars as a way of educating their customers
- You can interview experts in a given field

Think of what can be done with the recordings from these Teleseminars! "Repurposing" is the act of taking content and turning it into another format to give your message further reach. Teleseminars are the #1 best source of material for repurposing. When you repurpose your message you can provide additional ways for your audience to "ingest" your content and/or you can create several streams of income from the same message by turning it into another product. Here are some examples of what you can do with your Teleseminar Recording.

- You can turn it into an eBook
- You can turn it into an eCourse which is delivered weekly via email
- You can turn it into Articles
- You can sell or give away the MP3 recording
- You can use all or part of the recording, along with a PowerPoint presentation or Screen Capture Video and create a Video product
- You can also break up your hour long course into 5 minute segments and deliver them as part of your weekly eCourse or as audio postcards. Keep this in mind as you design your Teleseminar so that you can create natural pauses in the recording. For example, your talk can be based on a numbered list of topics or you can say something like, "next let's talk about".

Your voice connects you to your audience and helps you build relationships. People want to do business with people whom they know, like and trust. The industry favorite product for producing your Web Teleseminar can be located at [www.WebTeleseminars.com](http://www.WebTeleseminars.com)



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## Maximize Your Effectiveness on Social Networks

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As mentioned previously, people want to do business with people whom they know, like and trust. Finding ways to connect with people and share something of value with them will help to bridge the gap. Social Networking is perfect for accomplishing this. Be sure to keep in mind that building trust and building relationships online takes time. You don't want to become known as someone who is always trying to sell something. Instead, become known as a person who has a lot of knowledge and experience to offer. How you can accomplish this via Social Networking is by participating in group discussions and helping others. People will become accustomed to seeing your name, and in many cases your photograph. You can also initiate conversations by asking questions. Frame your questions in ways that encourage people to reply. For example, which question would you be more inclined to answer? 1) I have a great product that can help you save a lot of money and .... buy my stuff! or 2) I noticed last week that Jim K. was asking for suggestions on how to connect with Health Professionals in Canada. I posted a few ideas. Today I'd appreciate your tips on how I can connect with Massage Therapists in New England.

My favorite Social Networks are, Facebook, Twitter, Linked In, Ning and Fast Pitch Networking. Remember that Social Networks are for building relationships, not trying to sell people stuff. Sell them on "you", not on your product! Your first step is to select a social network and set up your profile. Be sure to take a few minutes to fill out your profile and add your photograph. This will make a world of difference. You do not have to spend a lot of time Social Networking each week. In fact, you may want to delegate a brief 30 minute session, 1-3 times a week as part of your business development strategy.

Once you have your profile set up, spend some time exploring the site. Many Social Networks have groups or forums that attract Niche groups. Participating in groups and on forums that attract your niche market is the perfect way to build relationships and grow your business. A word of caution... Just like in "the real world", you want to use common sense and good judgment. Most social networks allow you to email back and forth from within the system and thus you do not need to give out your personal information unless you want to.

A great way to drive traffic to your blog or website is by having your web address in your profile signature. This is viewed as an acceptable and low key way to market your business and also provides people with a way to find out more about one another's products and services. Once you know your way around, you may want to initiate a group discussion. This will shine the light on you and will facilitate relationship building and thus future business and referrals. Become known as a "go to" person and an expert in your field. Set yourself apart by adding audio and video to your Social Networking profiles and at least once a week post a reply to a question or participate in a discussions.



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## Create Affordable and Professional Looking Marketing Videos

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Having a video on your website or blog is essential. It will create interest in what you are offering and people will be inclined to spend much more time on your site than they would have if you didn't have a video easily accessible.

Video is an excellent way to market on the Internet, especially now that so many Internet users have broadband access. More users are able to view and download video. Video sharing websites, such as YouTube and Viddler are extremely popular.

There is a debate as to whether or not to have your Video auto-start when someone enters your site. Basically, it depends on the site and what your purpose is in having people come there.

For sales pages where you are encouraging people to either purchase something or opt in to your mailing list, having a video that automatically starts when someone gets to your salespage is recommended. You will capture their attention and they are more likely to explore further.

If, on the other hand, you are driving people to an information site that you want them to visit frequently, then it is perhaps better that your videos do not automatically begin. When people want to view your videos, they can click the easily accessible start arrow.

The most common complaint in regards to audios or videos starting automatically is that they can startle the listener who may click to get away from your site.

Use common sense and as in most areas of life, apply the Golden Rule - "Do Unto Others As You Would Have Them Do Unto You". View your site from the eyes of your visitors and give thought to how you would feel, based on what you see and hear.

Almost any type of product or service can be promoted through video, but it's important to do it properly. By providing interesting or entertaining content, people will be more likely to view your video. If your videos offer quality content, they have a good chance of going viral and making you a lot of money. Have you ever received one of those emails with cute pictures or a funny joke that gets forwarded from one person to the next? Well that is an example of "going viral".

If people like your video, if they find it moving or extremely informative or exceptionally funny, they will send the link to that video to people they know, either through email or by posting the link on the Social Networks. Video is so powerful - not only because of the sheer number of people who view video sharing sites every day, but because videos can be much more persuasive than the written word.

As an option to creating a video of you or another person talking about a product or a program, you can create a PowerPoint presentation or give a guided tour from your computer screen and capture that presentation with a free Screen Capture program such as Jing Project. You can create a Jing video of up to five minutes in length. How it works is, you select the portion of your screen to be shown, and you simply and easily create your video. For tips and examples and to download a free copy of this software visit: [www.JingProject.com](http://www.JingProject.com) Another fantastic and extremely easy way to create professional quality videos can be found at: [www.WebWizardVideo.info](http://www.WebWizardVideo.info) and learn how you can create your own free videos!



Well there you have it. Four Free Things That You Can Do To Market Your Business Online. Hopefully you have found this information helpful. What you may want to do from here is choose one or two things that you will put in place in the next few weeks. As you become familiar with each new skill you will be able to build upon that.

### **As a reminder, you are invited to enjoy our Weekly Marketing Tips and Gifts**

If you would like to learn More Simple and Affordable Things That You Can Do To Market Your Business Online.... visit us at [www.InternetMarketingOnaShoestring.com](http://www.InternetMarketingOnaShoestring.com) Each week you will receive new tips along with a special marketing gift. You will also have access to numerous free and affordable resources along with written, audio or video tips on how to make the most of your new tools. You will:

- Learn how to set up a Blog and put it on autopilot, thus creating a traffic driving machine.
- Discover more amazing secrets about Teleseminars and how you can turn your Conference Calls into multiple streams of income.
- Find out how to develop a Professional Web Presence.
- Explore ways of getting traffic to your website while building a list of interested subscribers.
- Access recordings and materials from our Expert Interview Series.
- And much, much more!

### **You may also want to Visit Our Members Area and Gain Access to Additional Training and Resources.**



Visit our Members Area at: [www.InternetMarketingOnaShoestring.com/members](http://www.InternetMarketingOnaShoestring.com/members) and enjoy full access to the resources and materials area. From eBooks to software, from articles to videos, you will find comprehensive materials that will serve you well as you build and develop your Internet Marketing skills. Each month we will focus on a specific topic and share simple and affordable things that you can do to market your business online.

**You will have unlimited access to numerous materials which you can download and keep. Many of these resources even have Resell Rights, Master Resell Rights and Private Resell Rights. Additionally, you will receive access to Recordings and Materials from our Internet Marketing Expert Interview Series.**

Take it one step at a time and you will be amazed at what you can accomplish.  
Here's to your Success!

# Recommended Resources

Enjoy this list of Free and Affordable Resources. Visit us online as we are continually updating and adding to this collection. Here's to your online Marketing Success!

## **Article Marketing Resource Links**

[www.EzineArticles.com](http://www.EzineArticles.com)

## **Teleseminar Resource Links**

[www.WebTeleseminars.com](http://www.WebTeleseminars.com)  
[www.WebAudioPlayer.info](http://www.WebAudioPlayer.info)  
[www.Kunaki.com](http://www.Kunaki.com)

## **Blogging Resources**

[revolutionwpthemes.reviews-net.info](http://revolutionwpthemes.reviews-net.info)

## **Useful Online Marketing Resources**

[www.WebmailConnections.com](http://www.WebmailConnections.com)  
[www.WebHostingGator.com](http://www.WebHostingGator.com)  
[www.BestDomainPricing.com](http://www.BestDomainPricing.com)  
[www.FourDollarStore.com](http://www.FourDollarStore.com)  
[Resource Link Tool Bar](#)  
[www.YouSendit.com](http://www.YouSendit.com)

## **Graphic Programs with Free Memberships**

[www.FlashBannerMagic.com](http://www.FlashBannerMagic.com)  
[www.Favicon.cc](http://www.Favicon.cc)

## **Social Networking Resource Links**

[www.Facebook.com](http://www.Facebook.com)  
[www.Linkedin.com](http://www.Linkedin.com)  
[www.Twitter.com](http://www.Twitter.com)  
[www.Squidoo.com](http://www.Squidoo.com)  
[www.HugPages.com](http://www.HugPages.com)

## **Video Marketing Resource Links**

[www.JingProject.com](http://www.JingProject.com)  
[www.WebWizardVideo.info](http://www.WebWizardVideo.info)  
[www.VideoEyeMail.com](http://www.VideoEyeMail.com)  
[www.Camtasia.com](http://www.Camtasia.com)  
  
[www.YouTube.com](http://www.YouTube.com)  
[www.Viddler.com](http://www.Viddler.com)  
[Smart YouTube WP Plugin](#)