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5 Simple Ways To Promote By Larry Johnson

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Learning to promote your business online is one of the most important steps in being successful.

Otherwise your site may as well be in some dark closet, because no one is going to stumble over it.

Here are 5 simple ways to promote your site and gain some needed traffic for your business.

-- AUTOMATE IT

As much as possible you should automate your promotion efforts. One of the easiest and quickest ways to do this is the use of autoresponders.

There are many paid ones available and they okay for the most part. Personally, I like to use a fr*ee one you can find here: <http://www.freeautobot.com>

It comes without any types of ads, and I have found it to be very dependable and useful.

-- SWAP ADS

There are always those online who are willing to swap ads, bannners or links in order to gain some additional fr*ee exposure.

Search for them in your e-mail messages and in a variety of directories related to your type of business.

For example, here is one that is not fr*ee, but it is well-established as a great resource for locating reputable e-zines in which to advertise:

<http://www.directoryofezines.com/>

-- JOINT VENTURES

Directories can also provide a wealth of contacts for potential Joint Ventures.

For a small percentage of your profits you can enlist the help of other sites and publishers to promote your offer.

One simple way is to use <http://www.ClickBank.com> which has a built-in affiliate program to help you with just this type of thing.

-- WRITE ARTICLES

Yes, it takes a little effort, but writing articles to promote your site does pay off.

Sharing a little bit of information in the form of articles with others has many rewards.

Hey, we are working in an information media type of are here, right ? Everyone is looking for the answer to some problem. Help them find it with a well-written article and get some deserved promotion when it is published in other's newsletters or e-zines.

-- PUBLISH A NEWSLETTER

Online promotion is a slow learning curve for most folks, but it is one that has many rewards in terms of traffic and sales for your online business.

While this list is not inclusive, it does give you a starting point to begin your online efforts at building traffic and gaining some needed exposure.

Remember, "Running a business without advertising is like winking in the dark. You know what you are doing, but no one else. does."

-- Larry Johnson, author

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