

Internet Marketing for FREE:

**The Drop Dead Simple
Strategies for Driving Tons
of Traffic to Your Website,
Absolutely Free**

by Jinger Jarrett

Copyright 2006, 2007, 2008 by Jinger Jarrett. All Rights Reserved.

This is a free book. Please feel free to share it with your readers, subscribers, and customers. You can include this in a membership site, and you can even sell it or include it as a bonus in another package.

For more information on my books, ebooks and other products, you can visit my main site: JingerJarrett.com, or visit my store at Jinger Jarrett on Lulu. To read my blog, visit Internet Marketing for Free. You'll find thousands of dollars in free ebooks, tools, and other resources to help you market your business online for free.

Every effort has been made to make this book as complete and accurate as possible. All links have been checked to make sure that they point to the correct site, as well as eliminate any links that are no longer valid. If you have a problem, please feel free to contact me through my convenient support desk to answer your questions: [Support](#).

Introduction

Building Traffic to Your Site for Free

So many of my subscribers have asked me exactly what I do to build traffic to my site. The questions have become so frequent that I've finally decided to reveal exactly how I do it in this free report.

Although my plan may seem simplistic at first, if you implement my plan, step by step, you'll have a constant flow of traffic to your site.

The purpose of this ebook is to help those who are intimidated by the whole idea of marketing online. This section will cut through all the hype, and give you real information immediately.

The bottom line is this: if you want to make money online, and you want to do it consistently, you have to market consistently. This report will show you how to do it, and do it for free.

You're probably wondering why I would tell everything I know and then give it away when so many are selling what they know and making really big money to do it.

Simple.

I know what it's like to build a business on a shoestring. I know what it's like to struggle until you find the right formula to

market your business. The information you will find in this report is only the tip of the iceberg. It's to give you a taste of what I can teach you about internet marketing.

I want to build a relationship with you so that you choose my products and services over everyone else's. This ebook is about over delivering to both my customers and potential customers.

I'll be the first to tell you that I run my business for less than \$25 a month. This includes 10 websites, and all of my marketing expenses. Everything. I have been in business online for several years now, and I have consistently made a profit on my business every month that I have been in business.

Have I gotten rich? Of course not. Most of this time, I have run my business part time while I raised my three daughters. Now that I am working full time in my business, I've made a lot more money, but while I was working part time, I was earning a full time income. This gave me the time, and the freedom, to raise my children.

The point is, don't let anyone tell you that making money online is easy. It's not. If it were, we'd all be millionaires. Once you develop a marketing system that works for you, it gets a whole lot easier, and money will come in like clockwork.

You have to take action. Once you get a system in place that works for you, then, and only then, does it become easy and profitable.

I've learned from talking to my readers that they want simple solutions to their business and marketing problems. Most can't afford to spend hundreds, or thousands of dollars on traffic solutions that may be too complicated to use, or simply cost too much.

The most important thing I have learned about doing business online is that you have to help others. You have to give your customers and potential customers simple solutions that work for their situation, and the truth is, the most expensive solution, although it may put money in your pocket, may not be the best for your customers.

Give your customers the solution that is right for them, or they won't come back. In the long run, you'll spend a whole lot more money getting new customers than you will keeping the ones you have.

You reap what you sow. Treat your customers right, and money won't ever be an issue.

I want to build a relationship with my readers and customers.

I'm sure some have been burned by high priced products that either didn't work for them, or were too advanced for them. I know I have, and I no longer use those products.

After reading a manual written by one of the top online marketers that I paid \$69 for, I threw it in the trash. It was a

waste of paper and ink, as well as reading time. I bought over \$100 worth of products from that person, but I won't buy any more. Lesson learned.

That's another reason I want to make my readers, as well as your promotion efforts, as simple as possible.

As long as you follow the steps in this ebook, you'll be building traffic and sales to your site in no time. You can send me a testimonial to help build your linking strategy.

With that said, below is every tool and every program I currently use to drive traffic to my sites in the simplest possible format so that even a newbie can implement this entire plan in a few hours.

If time is a problem for you, spend 30 minutes a day implementing your strategies. Do them one at a time. Work through the list until you have done them all.

Take your time. You have a step by step plan before you that is easy to implement.

If you have any questions, please feel free to email me. I'll be happy to answer any questions you may have. I'm a real person.

With that, let's get going!

The Techniques

1. Build a list.

This step is absolutely crucial to your success in business. The key here is to differentiate yourself from the rest of the affiliates who are marketing the same program you are, or to differentiate yourself from competitors who are selling products and services that are similar to yours.

The way to do this is to offer a free report, write articles and send them out to lists, and offer your potential customers valuable information through your list. Give your potential customers something they can't get anywhere else.

Demonstrate a problem that relates to your products/services, and then show how your products/services solve the problem.

To get started building your list, you can build a one page mini site. Explain what your list is about, and what kind of information you will offer on your list.

Emphasize the benefits of your list. Study sites whose lists you have joined to help you write your descriptions. Tell your potential about your free report and how it will help them.

Put a subscription box on the page so that potential customers can join your list.

A one page site is very easy to make, and you can host a domain for it, as well as your page for only \$25 per year at [DotEasy](#). I have used this service to build sites for others, and it is very reliable and dependable.

If you visit my sites, you will also notice that I use free reports to get more subscribers to subscribe to my lists, and I use them to get traffic to my site.

2. Promote on Traffic Exchanges.

The way to get the most out of this marketing technique is to give your potential customer a reason to visit your site. The mistake that most people make with this promotion strategy is that they offer their product or service up front, or they promote the same lead capture page everyone else is using.

Like classified advertising in a newspaper, you want to use a two step approach with this technique. Get the visitor to your site.

Again, offer a free report, ezine, or opt in list. Create a page on your site specifically for this, and be sure and include a headline at the top that emphasizes the most important benefit for joining your list or downloading your report. Make yourself different.

If this sounds too complicated, then choose a program with a good lead capture page that you can promote. Use this for your page in the rotator.

I use [ListDotCom](#) for mine. Another good site to help you build a list is [List for Life](#).

The best sites I have found for marketing through traffic exchanges are:

[Traffic Hoopla](#) - The 30 best free traffic exchanges and 20 safelists. They've all been tested by the site owners, and this site tells you which ones are the most effective. This will save you a lot of time trying to find the best traffic exchanges to market on. Constantly updated.

[Traffic Swarm](#) - I like this site because it uses text ads. You can also build up a lot of credits in a hurry.

3. Build your reputation.

No single strategy on the Internet will help you more than building your reputation. By getting your name out there, no matter what you are selling, your potential customers will come to you. I have been using this technique for a long time now, and I have seen a significant increase in my traffic and sales, as well as increasing links to my sites and higher rankings in the search engines.

By increasing the number of links to your site in the search engines, you can use it to help you raise your rankings in the search engines.

The other strategy that will also help you is writing articles. This allows you to create keyword rich pages in your area of expertise. (More on this topic in the report on articles).

Below are the various techniques I have used to build my reputation, business, and sales. Use each of these techniques to help you build your reputation and get your name out there.

a. Joint ventures.

If you want to make money a whole lot faster, and get your name out there, no single strategy will do it faster than this one.

The reason joint ventures are so effective is because you are putting your products and services in front of a whole lot more people a lot more quickly than if you simply sent a mailing to your own list. By creating joint ventures with ezine publishers who own large lists, you can quickly get your products and services in front of others.

You are using the power of leverage.

Two of my most important joint ventures to date have been Net Profit Secrets and Free Joe Kumar. Free Joe Kumar

allowed me to participate in the current ListDotCom promotion as a joint venture partner there.

The key here is to build relationships with the ezine publishers you approach. Give them a valuable offer and make it an offer they can't refuse.

b. Affiliate Program Management.

By creating your own affiliate program, you can boost the number of sales you get by having others sell your products and services for you. Instead of having to spend your own money on advertising, your affiliates do that for you.

The place to start here is by posting your affiliate program description to as many affiliate program directories as possible. Currently, there are over 40 affiliate program directories online. You can find these in the search engines by searching for "affiliate program directories".

Don't know how to set up affiliate program management software, or think you can't afford to have it?

Try [PayDotCom](#). It allows you to integrate your Pay Pal account with an affiliate program.

(My affiliate program management software is included in my hosting package with Ultimate Marketing Center. Ultimate Marketing Center, as far as I know, this is the only hosting

company that does this. Saves me about \$45 or more a month. You can find out more here: [Ultimate Marketing Center](#))

c. Writing Articles.

I've mentioned this in many of my other ebooks and articles I have written. This is my primary means of promoting my business, and it has done far more than anything else except joint ventures to help me build traffic to my sites.

What I have never explained is how I distribute my articles to get the most out of them.

There are two programs that I purchased that have really gotten me results when submitting, and they save me several hours each week in promoting.

[Article Marketer](#) - This site allows you to use one click one submission technology to submit your articles to about thirty major publishers for free. There's also an inexpensive upgrade that allows the serious Article Marketer to submit unlimited articles to thousands of publishers, article directories, and plenty of other high traffic article directories.

I also use lists to promote my articles, primarily at Yahoo Groups. This is also a great place to find places to advertise your ezines and websites, and it doesn't cost anything. You'll need to get a free account at Yahoo, but promoting on the lists is far more effective than classifieds, and it's free. (Many of

these lists are now part of Article Marketer. You can save yourself time by joining Article Marketer).

Just search for the types of lists you want, or better yet, browse some of the categories. Pay particular attention to the subscriber numbers. You want active lists with lots of people on them.

d. Posting on Forums.

Not only does posting on forums allow you to build your reputation and get your name out there, it also creates search engine friendly content. It allows you to network with potential customers and build a relationship.

There are quite a few forums online that are heavy traffic sites ranked very highly in the search engines.

To post to the forums, I use [Russell Brunson's Forum Fortunes Full](#). This piece of software allows you to have an unlimited number of forums, and it offers 50 of the top forums online, already in the software. It's very easy to use, and there's plenty of support for it.

There's also a browser included in the program, and posting to the forums is a breeze. I like it because it makes it easy to keep track of all the forums I am interested in.

If you are looking to advertise on the forums, try Michael Rasmussen's Free [Advertising Forum](#).

This site is highly ranked and gets a lot of traffic, it's free to post on, and you can post an unlimited number of times for free. Everything is sorted by category, making it very easy for you to find products and services, as well as post your own.

There are forums out there for every topic you can imagine. The easiest way to find them is to do a search in the search engines. Search by topic and add the word forums. Put your search term in quotes so that your search is more targeted. If you use Alexa, <http://www.alexa.com>, you can also get information on the rankings of the sites.

Make sure you lurk for awhile before posting, then contribute. Don't post advertising unless it's allowed. Otherwise, you'll either get banned from the boards, and worse, you'll make a name for yourself you'll never get rid of.

I know one forum owner who has banned entire ISPs from his board because of his board being spammed. Anyone living in India, Malaysia, Singapore, or anywhere in the Pacific Rim can't use this forum because a few bad apples decided to spam this forum.

Make your content valuable and helpful to others.

e. Blogging.

This has become one of my favorite activities online. I don't get to do it as much as I would like to, but it has been

very helpful in helping me build my reputation as well as a following of loyal readers and customers.

A blog is like an online diary. You can use for posts that are too short to be articles.

I use mine to write marketing tips, resources I have read about, and to give my free ebooks and reports away. I also offer my readers free tutorials, as well as free marketing software and online tools. Again, remember to include information.

You can get a free blog at [Blogger](#).

Priya Shah offers a complete course on writing and marketing blogs. [Blog Maniac](#).

f. Free ebooks and reports.

This technique is already covered in the section on list building. This technique is much easier than you think.

You can create ebooks from articles you've written, or you can find affiliate programs that offer articles. Combine them into a free report and give it away. You can easily create PDFs using [Open Office](#).

I try to create a new report or ebook about every few months. I submit them to the major ebook directories. You can find ebook directories by doing a search in the search engines under the search term "Ebook Directories". I've also listed several I recommend later in this ebook.

g. Networking.

So you think you can make big money online without meeting people? Or doing nothing?

I always laugh when I hear that one.

Whether you are sending out an ezine or articles, posting on forums, or any other method I have already mentioned, you are building a relationship with someone.

Offline, it's a little easier to get away with not building a relationship with your customers. After all, you have a physical address, and if your customers are unhappy, they can just show up on your doorstep.

Not so online. If you don't take the time to build a relationship with others online, they won't trust you enough to buy from you. It's one of the reasons that spam is so ineffective. (Another reason spam is so ineffective is because it's so untargeted).

When networking, go to the high traffic sites. Here are the top two social networking sites:

[Facebook](#)

[My Space](#)

Which networking sites you use online is a matter of choice. Different sites work better than others depending on how you need to promote.

Build an effective profile on the site. Tell others about yourself and what you offer. If the site has a blog, start one.

Join forums and groups. Participate. These sites can save you a lot of time because you'll have your forums and groups in one place.

h. Press Releases

If you want to drive a ton of traffic to your website, press releases are another great way to do it.

Like articles, press releases are very viral in nature. Unlike articles, which give your visitors information about the topic of your site, press releases are news about your site and your business.

A press release, like a news story, should answer the 5Ws and the H of journalism: Who, What, When, Where, Why, and How.

One of the best ways to learn how to write a good press release is to read press releases. However, I wouldn't recommend reading press releases on press release sites. Read your local paper and study the news.

It's estimated that up to 92 percent of the news in newspapers is taken from press releases. Newspaper reporters simply don't have time to write all of the material for

newspapers that they require. Using press releases, even if they need to be rewritten, are better than empty space.

To find newspapers to study, you can do a search of a site like Google News or Yahoo News or read your local paper.

Once you have a feel for the news in a publication, then you can craft your own press release.

Craft a compelling headline. Like news stories, if the headline doesn't grab readers, they won't read the story.

Answer the questions that I listed above.

If you are writing a press release to announce the release of a book or a new product, stay away from talking about the product or book. Start with a problem and then explain how the product or book solves the problem, but never directly refer to the product or book.

Include a resource box, especially if you are submitting your press release online. Like articles, when you are promoting your press release online, you want to promote your products, books/ebooks, or services in your resource box. Lead your readers to your site.

Although there are tons of sites online that offer information on press release writing, here are three of the best to help you, especially if you are promoting ebooks. What you learn here can be used to promote any type of product or service.

[Bill Stoller's Publicity Insider](#) – You'll find tips on writing a press release, as well as a sample press release that you can use to craft your own.

[Joan Stewart's Publicity Hound](#) - This is another site where you can find plenty of information on using free publicity in your business. Join the Kennel Club for extra tips and information. You can get her audios on "[How To Promote Yourself to the Media as an Expert](#)". They're free.

[Annie Jennings PR](#) - Not only will you find plenty of publicity tips and articles here, but you can learn how to become a nationally recognized expert on your topic. This site is also a great place to learn about ebook promotion.

A Word on Viral Marketing

Viral marketing is a way to spread your message across the Internet by generating buzz about your products or services. Promoting with articles, press releases, and free ebooks can also create a viral marketing strategy for your business because other website owners are publishing your work.

You may or may not have heard the expression, viral marketing. Viral marketing is a way of spreading your message across the Internet and getting it into the hands of as many people as possible.

For example: you have a free ebook. You give it to two people, they each give it to two people, and on and on.

Viral marketing multiplies itself exponentially.
 $2 \times 2 \times 2 \times 2 = 16$, not 8.

All of these techniques are very effective for spreading your marketing message. However, what if you are intimidated by the whole process of writing?

Deep down, I don't think that it's the writing that is really the issue here but confidence. It takes a lot of confidence in yourself, your product, and your writing ability to make yourself vulnerable enough to put your message out there in front of millions of people.

I know when I first started sending out my articles, I was scared to death. I just knew people would tell me I was a horrible writer, that I was stupid, or I should quit this business because I didn't have what it takes.

Although I have gotten a few nasty, and pretty condescending emails about my writing over the years, overall, the reception was quite warm. It helped build my confidence.

People want to know what you know, especially if it will benefit them.

Some business people will never develop the confidence necessary to do their own writing. It isn't a problem if you can afford to hire a copywriter, but what if you can't?

There's a simple solution. You can use Craig's List to advertise your site.

Since Craig's List gets so much traffic, it really is a terrific way to post your ads and get high search engine rankings for those ads. Craig's List has high page rank, which means that Google ranks it really high.

You can set up a complete internet marketing campaign on Craig's List, and it will only take you about 15 minutes a day to maintain. This is great for those who are time crunched.

You can get a free copy of Craig's List Marketer Pro video and ebook to teach you how. All you have to do is sign up at [Lead's Leap](#) for a free account. Once you've confirmed your account, log in and go to the free bonuses page. Download the video and ebook. Read it, watch the video, and set up your campaigns. It really is that easy.

Viral marketing is very effective and can continue to drive traffic to your business for years. Don't overlook it if you are looking for a way to get extra exposure, but you aren't comfortable with your writing.

Finally, please remember you don't have to do all this in one day. I certainly didn't do it in one day. Work it one step at a time. Build on your marketing plan. Make changes. Nothing is written in stone. Everyone's situation is different. All of these methods will work, but you have to apply it in a way that reaches your target market.

Jay Abraham mentions this in his ebook, "Getting Everything You Can Out of All That You've Got", and I think it definitely applies here.

Someone once asked bank robber Willie Sutton why he robbed banks. His reply? "Because that's where the money is".

My point is this: go where your target market is and apply these techniques. You will get traffic and sales. Continue to do this consistently and you can build on it. You'll get more traffic and sales. Keep building on that momentum, and be consistent. You'll definitely see a difference. Target, target, target. That's the real secret to converting your visitors into customers.

Your Action Plan

- Implement one strategy per week from this list until you have them all in place. Take as much time as you need. Don't overwhelm yourself. Work on each method until you have completed it, and then start on the next one.
- Track your results to find out which methods are the most effective for you. You can get a free account at [Results Tracker](#) to help you track your results.
- Tweak your marketing plan until you have the methods that are most effective for you and continue to consistently apply these methods to your business. You will see results.

Four Tools to Help You Triple Your Traffic and Sales in 30 Days or Less

Although it's very easy to market your business online for free, it can also become very time consuming.

I want to share with you the tools I actually use to market my business online.

Although I do use completely free techniques to market my business, sometimes it helps to speed things up if you have tools and software that will do some of the grunt work for you.

Article submission is a good example. It's very time consuming to submit your articles to 1000s of directories, even if you have software that will do it. I personally had rather have a system that handles all of that for me. I like writing articles. I don't like sitting on my computer for hours on end clicking buttons to submit my articles.

If you can find tools that will take care of this work for you, and they do it in a way that doesn't violate the rules of search engine optimization or marketing, why not do it?

Although I've tried a lot of software and online tools over the years to help me promote my business online, nothing has helped me more than the tools listed below. They are well

worth the purchase price considering the amount of time I have save using them.

[Article Marketer](#) – This is the tool I use more than anything else because I get more traffic from article writing than anything else. What this tool allows you to do is copy and paste your article into a submission form. Your article is reviewed and then put into the distribution system where it is sent out to hundreds of article directories and thousands of publishers. This is the fastest and easiest way to get your articles distributed, and they are distributed naturally so you don't get banned by the search engines. You can also sign up for a free account where they will allow you to submit up to 3 articles a week. Your articles will be distributed to 29 article directories and over 11,000 publishers. One of the best marketing deals on the internet.

[Bookmarking Demon](#) – If you want fast traffic, the easiest way to get it is to bookmark your sites. The problem is that it's very time consuming. This tool will bookmark your page links on dozens of sites automatically, and it does it naturally. All you have to do is set up your link, add your title and description and click submit. It bookmarks the pages naturally and makes it look like the work is being done by a human. You can get a free version that allows you to semi-automate the bookmarking

process. Also includes the BookMarking Demon report for free. (Lifetime updates.)

Directory Submitter – If you want to build backlinks to your website in record time, this is the only software you need. The free version will allow you to submit your sites to over 350 directories. You can easily add more directories, and if you want even more places to submit your site, the paid version includes over 2,200 directories making this the most efficient and best directory submission software on the planet.

Press Equalizer – Press releases are another way to quickly flood your website with traffic. This software will submit your press releases to 20 of the top press release directories. Also includes the best bonus software I have found, doubling your value of the package. Submit Equalizer will allow you to submit your websites to thousands of search engines and free classified ad sites automatically. You can set this software up to resubmit your site periodically and put all of your submission on autopilot.