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From the Editor

Well, it was worse! But not as bad as it could have been. I didn't have everything I needed on my back up drive. I ended up re-installing my old drive into my laptop and nursing it back to life four times before I got everything I needed. I hope.

I have been valiantly trying to wade through the myriad of emails I received since my laptop went down. What a job. Missed one from the landlord reminding me that my lease was up and I was to be out by the end of the month. Security guy came by and made me sign for a letter that gave me notice that my tenancy was terminated at the end of October. Nice little ending line, and I quote, "Remodelling of the area is scheduled after that date and materials found within the construction area will be considered abandoned and sent to the landfill."

Guess I'd better get going on selling off the furniture!

The last few discounts for my adaptation of the full featured \$7 Script have been gobbled up, but you can still get it for only \$7. If you don't have it yet, grab it [HERE](#) today before the price goes up to a more reasonable \$27.

Advertise for Free

Want to take advantage of some powerful Internet marketing strategies? On a limited budget? You may find banner exchanges to be quite useful. The ideal use of banner ads would include placing your ad on websites which receive a great deal of traffic and attract an audience who will likely be interested in your products or services.

Additionally, these websites should not directly compete with you for your potential clients. This scenario may be difficult to find and even when you are able to find this type of situation, purchasing ad space may be prohibitively expensive, especially if you are in a highly competitive niche. You may find banner exchanges to be an affordable alternative.

The most appealing factor of banner ad exchanges is the cost effectiveness of these situations. Most banner ad exchange groups are free to participants. Unlike placing an ad independently, there is

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no financial cost for the appearance of your banner ad on another website but the you will have an obligation to fulfill. Most banner ad exchanges will find another website to post your advertisement on without charging a fee. They will however, require you to post one, but more likely several, banner ads on your website in exchange for having your banner ad displayed on another website. The banner exchange owners make their money by selling the extra impressions to folks who don't want to have exchange banners on their sites.

Many banner ad exchanges will try to match your banner ad to a relevant website, but this is not always possible and your banner ad may wind up on a website which is not the least bit relevant to your products or services. This will in all probability mean that the banner ads will generate very little or no interest in your products and services. I have found that I seldom receive any volume of quality traffic from these banner exchanges. You may have better luck.

Similarly the advertisements you are asked to post may not complement your website well. You will likely have the opportunity to reject advertisements in particular categories you find to be offensive, but will have little control beyond that to moderate the banner ads on your website. I have found that they are a lot better at getting paid ads on like web sites. A couple of times, I have visited my own web sites to find a banner displayed for a product that was in direct competition with the product on my web site. Who knows how many sales I lost!

Another very affordable and more targeted option for placing your banner ads on the Internet will necessarily include starting an affiliate marketing campaign. In this Internet marketing campaign, website owners, or affiliates, will post your banner ad on their website and attempt to promote your products and services for you.

Your banner ads will typically include graphics and text which entice Internet users to click through the ad to your website. The ads also include embedded code which provides you with feedback detailing which affiliates generated the website traffic. This information is necessary because affiliates are typically not paid unless they achieve a desired result such as enticing Internet users to click through the banner ad or to make a purchase.

The affiliates are typically compensated either on a cost per click or a cost per sale basis. Cost per click means the affiliate receives a predetermined amount of money each time a user clicks on the ad regardless of whether or not they buy anything. Cost per sale means the affiliate receives either a flat fee or a percentage of the sale for each sale generated by the affiliate.

Affiliates may also be paid on a cost per lead basis which means that they are compensated when a user performs a specific action such as

registering with your website or filling out a survey. I have tried a lot of different ways to advertise online, and I favor affiliate programs because they are a cost effective way to place my ads online and because , thrifty lad that I am, I only have to pay affiliates who are successful. .

P.S. Have you seen my new site [Ebooks and More](#). As the name implies it is stocked with ebooks, scripts, websites and more.

Recommendations for this Week

If you are interested in working from home, I have a free e-book that outlines five different work at home opportunities. To get your copy just click [HERE](#).

I'll just remind that if you haven't got the following products, then you had better jump now before the prices go up again! In fairness to my affiliates, I have ended the early bird sale of these products. I intend to increase the price on all of these products again very shortly, so if you are interested in any of them, act now before the next price increase.

[The \\$7 Script](#)

[15 Day Resell Rights Success](#)

[How to Write a Killer Sales Letter](#)