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Volume 6 Number 37 Issue 172

In This Issue

From the Editor

Market Yourself on
Message Boards

Recommendations

My Web Site Links

Ebooks and More
My newest site.
Check it out and let
me know what you
think

The Great Ideazine
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a subscriber, please
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that you get future
issues of this ezine

[Ideazine Archives](#)
Past Issues of
The Great Ideazine

[The IdeaMerchant](#)
Great Ideas to Make
Your Business
More Profitable

[EzeUpload](#)
Manage Your Website
Using Just Your Web
Browser

From the Editor

One more week and I am outa here. My office that is. The not for profit that rents the office has been evicted by the university. They want the whole building to turn it into offices for various departments. I sold most of the furniture to one of the new tenants. That leaves me with one small desk to sell. If I can't sell it in the next few days, I'll look for someone to take it for free.

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.

Market Yourself on Message Boards

Internet marketing is a very broad term which can be used to encompass the wide variety of marketing techniques which are used online. Banner advertisements, website promotion, search engine optimization, email marketing and affiliate marketing all fall under the umbrella of the term Internet marketing.

There is even more to Internet marketing than those concepts. Promoting your website or business on message boards is also an effective method of Internet marketing. In fact this is one of the simplest and least expensive Internet marketing options available.

In this article I will examine how savvy business owners like yourself can use Internet message boards wisely. I will also explain how message boards can be misused and rendered ineffective as well.

Message boards are essentially online meeting places. In general most message boards are focused on a particular niche subject and encourage those who share an interest in this particular subject to get together to discuss relevant issues, ask questions, provide advice and even just socialize.

Message boards can focus on any subject imaginable. They may focus on a particular baseball team or just the sport of baseball in general. Message boards can focus on subjects such as politics, television shows, bands, current events, jobs, hobbies and so on. You as a savvy Internet marketer can take advantage of these message boards

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[The Editor](#)

to reach a target audience without investing a great deal of money.

Consider a business in which the focus of the business is to assist people in finding jobs which offer telecommute options. The concept of working from home is becoming increasingly popular and there are many websites which focus on this subject. Likewise there are also many message boards devoted to the topic of working from home.

Here those with an interest in the subject meet to discuss issues such as finding employment where working from home is an option. Topics such as working around the schedule of your children, setting up a home office, dealing with friends or family members who don't respect your working hours, and paying taxes on freelance assignments would probably be good topics for this board.

A business owner who actively participates in this message board can take the opportunity to post a link to his website when it is relevant and offers something of value to the conversation. Let me emphasize this, do not write 20 messages a day just to get your link shown to the readers. Make sure that every post you make has value to the reader. This is worthwhile because the message board features a high concentration of your target audience members.

When using message boards to promote your business, it is important to ensure you are following the rules associated with the message boards. Message boards may have restrictions regarding the posting of links and failure to abide by these restrictions may result in you being banned from the message board. Many message boards forbid links in the text of the message, but will allow a brief signature at the bottom of the message which contains one or more links.

For this reason it is important for anyone who is interested in using message boards for promotion of their business to carefully read the user agreement to ensure they are not violating any of the rules.

It is also important to simply use common sense when promoting your business on a message board. Just because the rules do not restrict posting links, does not mean you should spam the board with your link. Take care to only include your link when it is relevant. This will prevent message board users from assuming your link is just worthless spam. A line such as, "Check out my link for more information on" (Whatever the topic may be.), is usually acceptable, if the page you link to is more than just a sales page.

Finally, when using message boards to promote your business it is important to be courteous to other message board users and to keep all posts professional. This is important because you and your business are much more likely to be taken seriously if you act professionally and responsibly. Don't be afraid to do some research to find quality answers for your chosen message board. You should maintain this degree of professionalism and quality responses even in posts which do not include your business link, because other message board participants will remember you by your user name and will not likely take you seriously if you have previously made posts which

were offensive, mean spirited or inaccurate. For this reason it is important to act as a representative from your company at all times, even when you're just cruising the board.

Act responsibly, respond only when you have value to add to the thread, and you will be a respected member of any message board. With respect comes business, so don't be afraid to work at it.

Good luck and great profits.

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](#)