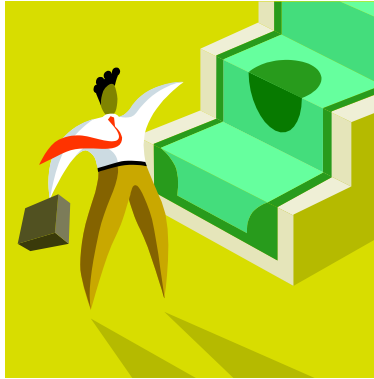


10 EASY STEPS TO GET PEOPLE TO YOUR WEB SITE"



e-report
by

Barbara Gabogrecan

Author of the best seller

‘How to Run a Business from your Kitchen Table’

and designer of the marketing tool

‘Micro Biz Navigator’

LIABILITY DISCLAIMER

This material is general and is not intended to provide specific results, as all results depend on the manner in which an individual approaches the topic and the amount of effort they put into it.

This report is yours FREE! You may not sell it - but you can give it away to other people via your mailing lists or your web site, as an ‘added value’ bonus.

The only restriction is that you must not change it in any way, which means that you have to distribute it in its original PDF format and in its entirety.

"10 EASY STEPS TO GET PEOPLE TO YOUR WEB SITE"

The answer is to give away FREE Bonuses! But, in return, you want the names and email addresses of those you give free items to, so that you can build your data base.

E-ZINES

1. Give people a free subscription to your e-zine. But remember; as so many people are publishing a newsletter nowadays, it's important to give something extra e.g. offer a free e-book or free advertising with your free subscription to your e-zine. If want to have your e-zine listed in a directory – try <http://ezinehub.com/index.html>

WEBSITES

2. Provide free content to viewers to your website. Make sure it is up to date e.g. browse daily papers on the Internet and use some of their stories for your articles. Offer readers rights to reprint your articles in their e-zine or web site. For free articles you can go to <http://www.ezinearticles.com> or <http://www.articlecity.com> where you can access hundreds of articles that give you permission to use them. You can also try having your articles published in these. To see just how you can use other people's articles to create your own free e-book, you can request "Action Marketing" by emailing barbara@micronavigator.com.au

DIRECTORIES

3. Produce a free online directory. The directory could be full of interesting e-books, e-zines, web sites etc. Once your directory becomes a valuable resource, readers will keep coming back and will tell others.

4. Provide free software – you can chose from available freeware, shareware, demos etc. This could be part of the directory you have set up or it could be as a separate directory. It is worth having a look at <http://www.download.com> to see what is available free that you can use.

5. Via your directory you could offer free online services or utilities – in other words tell your readers ‘how to’. Links for how to access such things as search engine submitting, copy writing, proofreading etc could be provided. You can also promote another person’s product and offer your services as value added.

E-BOOKS

6. Give your visitors a free e-book. Make sure you include information and links to your own e-zine and have them provide you with their email address so that you can send it. Such an e-book may be from your writing; a collection of articles from other people; or another person writing, who allows you to use it. There are a number of free e-books that you can access and either sell or give away as value added material through your business. Go to the link below and any e-reports listed there can be accessed free of charge as long as you use them in their entirety <http://tinyurl.com/6at8vo>

TRAINING

7. Provide free online training. This could be by email or via a Forum. You will soon become known as an expert on the topic. You can read what the experts have to say when they respond to questions from business operators on the Mastermind Forum at <http://forums.mcei.org.au> There are online clinics available (some are free) on www.mbnsolutions.com.au then Clinics.

CONTESTS

8. Run a contest or sweepstakes and offer a free entrée to your visitors. The prizes will need to be digital and of interest to your target market. I recently received a voucher for one hour of free consultation with a business coach. The consultation would be by phone. Print the names of winners and give them directions as to how to claim their prize from your website so that they will come back to see if they are a winner. Each year MCEI together with HBBA run the Australian Day Treasure Hunt. In 2008 there were over \$20,000 worth of prizes made available by members and all of them received the data base of those playing. If you are interested in taking part in the next one, contact Barbara at enquiries@mcei.org.au

CONSULTING

9. Give free consulting to people who visit your web site. You could offer your knowledge via e-mail or by telephone. People will consider this of huge value because consulting fees can be very expensive. But for this to be successful you will have to have a careful plan as to how to introduce them

to paying services too – or you could be spending all your time doing work for free. A Teleconference could be the answer as you could have three or four people (or more) all online at the same time.

MEMBERSHIP

10. Set up an online club (could be via your forum) and give free membership to the club. Perhaps your e-zine could be free for club members only.

About the Author



Barbara Gabogrecan is a 4 year trained teacher and Certificate 1V Workplace Assessor. She is an artist, and author, a speaker, an entrepreneur and a mentor. She will guide you through your business procedures and assess your efforts.

Barbara is a Mentor extraordinaire

Barbara also consults to Australian Government and has sat on the following committees:-

- * Micro Business Consultative Group
- * Business Entry Point Consultative Group
- * National Small Business Forum
- * ATO Task Force
- * ATO Commissioner's Small Business Consultative Group
- * City of Manningham Task Force
- * Small Business Policy Committee (Vic Liberal Party)