

# "How To Market Your Practice On The Internet"



by Milana Leshinsky (Nee Nastetskaya)  
Foreword by Allison Tiffany, J.D. and Dr. Clare Albright, PhD



Helping coaches, speakers, consultants and other professionals grow  
your practice using the Internet. Visit My Coaching Web Site for your  
web design, Internet consulting, and e-book publishing needs.  
Everything you need to build a long-term and successful practice.

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# Foreword

by Allison Tiffany, J.D. and Dr. Clare Albright



**As a clinical psychologist and an attorney**, we came to the coaching profession committed to the same level of professionalism and success that we experienced in our "other" professions. We knew, however, that we had a bit of a challenge ahead of us... Coaching was largely a virtual profession and the virtual world was something new to us.

**In a virtual business, we knew our success or failure** would largely be determined by how well we used the Internet to market our business. We wanted to do things "right" from the start, and we were eager to get the money rolling in! The problem was, we didn't know a darn thing about running an Internet business!

**So, we knew that the fastest way to success** was to become students of successful Internet business people. We began to study the experts; the folks who were making it happen with their own Internet businesses! Milana was one of the first experts we "discovered." She was well-known in the Internet world and associated with many other successful Internet businesspeople.

**We were immediately struck by her talent** in web design and Internet marketing. We tried to learn all that we could from Milana. We subscribed to her newsletter; read all her articles; followed her postings on bulletin boards; purchased her eBook, etc. We were fully immersed in Milana! We learned so much from her and it was very rewarding.

**In addition to Milana having a successful Internet business**, we learned that Milana had a Bachelor's Degree in Computer Systems and had been working with computers for many years. Prior to that, Milana was a teacher. We were not surprised to learn that Milana had been formally educated in computer systems because she was incredibly knowledgeable and very cutting edge! What was really wonderful about Milana, was that her background as a teacher made her especially effective in communicating with us Internet "newbies." It is very frustrating and discouraging to work with a computer "guru" who doesn't know how to speak to you in a language you understand! But, Milana was different. She was absolutely wonderful.

**We were so impressed with Milana** that we decided we really wanted to be more than just clients of hers. We wanted her on our team! We mustered up the courage to ask her to join our coaching collaborative at [www.MyCoachingTeam.com](http://www.MyCoachingTeam.com). We were so honored when she accepted our invitation! She's been a part of our "virtual lives" ever since, and our lives are so much richer because of her.

**In addition to being instrumental in teaching us** how to run a successful Internet business, Milana showed us how to have a powerful Internet presence. She's fantastic at web design and Internet marketing. It seems like there's nothing she doesn't know and she's always there to help. Milana offers "one-stop-shopping" for coaches and consultants who are looking for an Internet presence that will really build their business. It is very important to work with a web designer who is knowledgeable and competent in all aspects of web design and Internet marketing. With Milana, we had it all!

**Milana is also a successful ePublisher** and can help coaches create passive income through creating eBooks and eBooklets. She can give you tips on everything from how to write one to how to design your own eBook covers. She'll teach you, or she'll do it for you... whichever you prefer! We have successfully published numerous eBooklets and eBooks since meeting Milana. Milana not only taught us what she knew but designed several beautiful covers for us. She also introduced us to many other successful ePublishers and Internet marketers who all contributed to the success of our eBooks and eBooklets. We are very grateful to Milana for our success.

**The eBook you are about to read is worth thousands of dollars,** and Milana has given it to you for FREE! The incredible value that you will receive in this eBook is typical of Milana's generosity. Milana is not only an expert in helping coaches and consultants create a successful Internet presence, but she has a generous spirit that one rarely finds on the World Wide Web. In addition to all that we've said about Milana, we'd be remiss if we didn't mention that Milana is also a loving wife; a dedicated mother; and a dear friend of ours. It is with great honor and pleasure that we introduce to you, our friend, Milana Leshinsky. Enjoy her book!

Dr. Clare Albright and Allison Tiffany, J.D.

<http://www.MyCoachingTeam.com>

# Complete Internet Publishing For Professionals



## What My Coaching Web Site can do for you?

**Web Design** - there are several web site design packages created specifically with a service professional in mind. Starting at only \$295.00 for a completely designed web site, includes home page, services & programs, contact information, clients & portfolio, links and photos of your choice. Every web design package includes a FREE 30-minute coaching session to address your Internet marketing questions and concerns.

**Web Coaching** - if you prefer designing your own web site, or have already hired a designer but need help coming up with a solid marketing strategy for your practice web site, then web coaching is for you. All programs last 4-5 weeks and start at only \$280.00 a month.

**E-Book Publishing & Design** - if you have written a book or a booklet and would like to publish it electronically and sell it on your web site, then take a look at my complete e-book publishing package. It includes PDF file creation, e-book cover design, sales web page set up and a lot more.

**E-Book Directory & FREE Tools Just For You** - submit your e-book to the "E-Book Directory" to get more traffic to your web site, and browse the FREE tools section filled with articles, e-books and software.



Questions or comments?

I would love to hear from you at [milana@mycoachingwebsite.com](mailto:milana@mycoachingwebsite.com)

# Introduction



So, you are a great professional. You've helped many people get their lives back on track, and may be even succeed in their business. A wonderful start and a terrific boost to your professional esteem!

But is this enough to grow your practice beyond limits? Absolutely not! You need to develop a solid marketing strategy, come up with a consistent promotion schedule and follow it.

There is no reason to cringe when you hear the word "marketing" :-) It wasn't one of my favorite words, either, when I started my business. I would just get all frantic at the thought of it. Then I realized why!

I was absolutely overwhelmed by the marketing methods to use, and I didn't know where to start. There were classified ads, banners, link exchange, newsletters, search engines, and that's only to name a few! So what methods did I use? None of the above. I just didn't know which ones would work for my type of business, so I was hoping for my good luck and the magic of the World Wide Web.

Until nothing happened. At that point, I realized, I needed to do something to promote my products - that is, market myself, or get out of business!

**Marketing can actually be a very pleasant (and very rewarding!) experience.** The secret is to build your marketing strategy around the things you like to do. I mean, you can make your million dollars selling vacuum cleaners or painting portraits. If you don't enjoy selling, but absolutely love painting, then focus on painting.

**The same works in marketing.** Out of hundreds of ways to promote your practice, there is only a handful that you will enjoy doing. Luckily for us, one of the most effective promotion methods is probably also on your list of favorite things to do - writing!

Writing articles, brochures and books is known as one of the best ways to establish your name as an expert in the field, and promote your practice. Combined with an effective web site, writing articles on a regular basis can become your most productive way of generating client leads and growing your practice.

**This e-book will help you make it happen.** So, print it out if you can, make yourself comfortable on your favorite couch, and enjoy the reading!

# Step 1 - Build a Web Site



**A web site is an incredible tool for your practice!** You can put all your information there, change it as often as you wish, and have thousands of people from all over the world coming to see it, with a very small investment on your part. It can become as successful as you want it to be. With a few hours of work a week, it can serve you as the most powerful marketing tool.

Your own professional web site can also save you a lot of money on creating and publishing brochures (you may still choose to do so, but in smaller numbers), and have your clients see your work and credentials within minutes instead of days!

Potential clients can actually get to know and like you BEFORE they contact you in person. The comfort of anonymity plays a great role here: "before I spill my guts to you, I want to know what you're made of". I had a client who spent 2 hours on my web site, reading my articles and my bio before he wrote to me directly. Well, guess what! He was already pre-sold, because he loved my articles and was really impressed with my credentials

**You can easily sell your products on your web site** - electronically created (more on that later) or in print/audio. The reason I love having my web site is that I don't have to sell directly. People come to my web site, read what I have to offer and make their decision. Don't get me wrong - some people love selling in person. But many prefer not to, and that's where having a web site will help.

You must design your web site for maximum effectiveness. It has to be very easy to navigate, and have a lot to offer at the same time. Here are the most important elements of a successful professional services web site:

- **Articles and publications.** Collect all your past writings, brochures, tips and articles and put them on your web site. People LOVE free information and you must satisfy that desire. It will also get you more traffic from the search engines (Google, AltaVista etc.) and people will have a reason to bookmark your web site and come back to it often.
- **Free offer form.** Building a list of subscribers is the most essential element of having a successful web site. If you want to be in business, build a mailing list. But you must first have something to entice your visitors with: a free report, a free teleclass, a free

newsletter, or a free e-book. I strongly recommend creating a free e-book, because it has additional benefits. An e-book can be distributed on other web sites, thus giving you a much greater exposure on the Internet. Simply choose a topic of interest to your ideal clients and discuss it in a fun and easy-to-read format. Make it into a PDF file and e-mail it to everyone who enters their name and e-mail on your web site. This can all be completely automated, so you wouldn't have to spend hours on getting back to people.

- **Referral tool.** This is what makes your list really grow! Word-of-mouth works best, according to the many consultants I interviewed, and if you make it easy for your visitors to refer their friends, colleagues and business partners, your list will explode within a short period of time. You can also choose to offer something free in exchange - not everyone is willing to share their friends' names, but if your freebie is good enough and you will make sure that your message won't come across as spam, you will have a better chance at getting those referrals.
- **Testimonials from happy clients.** If you have gone through any kind of formal training, you will recall that to get a new client, you need to tell her how SHE will benefit from working with you, **focusing the entire conversation around her needs and goals.** That makes it difficult for you, as a professional, to talk about yourself and your credentials. This conflict of self-promotion and focusing on the client can be easily solved on your web site. Add as many testimonials from the clients you've helped as you can. People LOVE reading success stories, and these testimonials are exactly that! Make your potential clients "taste" the success they can achieve when they work with you. If possible, put real names and e-mail addresses of your clients, right below the testimonials. Testimonials work on me like magic!
- **Your credentials and qualifications.** Time to introduce yourself. Who are you and why should I pay you to coach me? This is where you put all your achievements, success stories, special awards, and explain your expertise. As you know, it will become very important that you focus on a specific type of problems your clients might be facing. Trying to help everyone only dilutes your skills and knowledge, while focusing all your efforts in one area will make your clients think, "hey, she is just the expert I need!"
- **Your photograph.** Every professional web site should have a photograph of the person behind it. It has to be a professionally taken picture (those you see on the back covers) and be up to 1" x 2" in size. Forget that you don't like your pictures on display - potential clients will feel more comfortable contacting you if they see you. This is YOUR web site, not some big corporation, and you want it to come across as a personal and friendly one. Tip: if you are completely against having your picture on your web site, then find a high-quality photograph related to your coaching expertise. For example, if you are a parenting coach, then a professional photograph of children will work almost as well.
- **Your programs and services.** Here is where you go in detail about the programs and services you offer, and how each one will benefit your clients. Remember to write this page in a results-oriented fashion. State specifically what

your client will accomplish when they work with you, and offer them a free brief consulting session to see if you can help.

- **How to become your client.** I like to call this the "Getting Started" page, where you can offer a free 30-minute consulting session. Explain in detail how they can contact you, what will happen during your initial conversation, and how to get the best out of it. Put a form on this page, so your potential clients can easily enter their information and answer the questions you want them to. Usually when a person takes the time to fill out such form (up to 10 questions), it's a good sign that they are serious about becoming your client. This way you can qualify your leads, and not waste time on "tire-kickers".
- **Calendar of events.** As a service professional you probably have a schedule of speaking events, teleclasses and other public appearances. This is where you want to list them. It will really help build your credibility and present you as a real person (it's hard to trust to anyone in cyberspace, so anything that can personalize you should be used!)
- **Your audio welcome message.** While this is not an essential tool, a recorded voice message from you will make your visitors stay longer on your web site. While they are listening, they could browse your articles, services page, and other sections of your web site. There are professional organizations that can help you set the audio up on your web site. If you prefer doing it yourself, use the free Real Producer Basic from <http://www.RealNetworks.com>. I haven't seen too many of these around, but when I did - I was really excited and listened to the whole thing! I can guarantee you that your visitors will also remember you better than any other site they visited. Listen to my audio welcome message on my web site at <http://www.mycoachingwebsite.com>
- **Pricing structure.** You want to give some idea of how much you charge for your services. But don't get too involved in pricing. Be flexible - you can always adjust for your clients later. I saw a web site with so many payment options and discounted packages listed, that it completely lost me. Well, actually, the prices scared me off more than anything (or may be the web site copy wasn't too promising). You may want to offer prices via e-mail as your "welcome package", let's say. This way you still have a chance to introduce yourself to your potential client AND be able to follow up with her later.



My <http://www.mycoachingwebsite.com> follows the above guidelines very closely - take a look. Since I don't do any public speaking at this time, I have not included it on my web site. But everything else is in place, and should be easy to find.

**In starting your web site you have two options: build it yourself, or hire a professional designer.** If you are one of those people who likes to have control over every detail on your web site, AND don't mind investing a few hours a day for a couple of weeks to learn web

design, then go ahead and build it yourself. You might still need some professional marketing help, and possibly some technical assistance (to install an autoresponder or a sign-up form, for example), but you will be able to initially put it together and modify it in the future which will save a lot of money!

**I had a couple of clients who wanted to control the design so bad, they practically were grabbing the mouse from my hand!** I knew they had to learn how to do it on their own, and suggested my web design manual with video clips. One of them was so excited, he learned how to change and post his web site in 3 days. The other client got so good at it, then when I saw him a month later, he asked me to take a look at a couple of web sites he designed for his friends.

If you don't have a web site, or would like to learn how to do it yourself, here is a free e-book that covers all the basics: "The Absolute Beginner's Guide to Starting a Web Site" - <http://www.firstbusinesswebsite.com/Guide.html>

And I do mean the basics. **If you want to learn how to make your web site from scratch, step by step, you need an extensive product such as the "[Create Your First Business Web Site in 10 days!](#)"** manual. It was created it for people who learn better visually (I am terrible at any kind of self-study and always wanted for someone to show me how things are done). It contains video clips of every step in designing your own web site, and even offers the first lesson completely free!

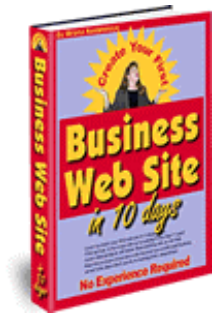
**Another option for you is to hire a professional web designer.** An ideal web professional should combine three areas of expertise: building a well-functioning web site, creating an attractive layout and graphics, and designing it to sell well from the marketing aspect.

**Believe it or not, the most difficult part is the marketing aspect** - what do you say, how do you write, and where do you place it to get your visitor to become your client? While there is a lot of variables in creating a well-selling web site, some things are a given. You need a good headline (a compelling and short message that will pull your visitors in), a detailed list of result-oriented benefits (exactly how your clients will benefit from working with you), strong bonuses (for example, every client receives a copy of your book or an extra consulting session) and a powerful closing message leaving your reader with only one wish: "I absolutely **MUST** give this guy a call - I just can't afford to miss it, so promising and wonderful it sounds!"

**A good Internet marketer can advise you on the best promotion methods**, on how to research your target market, ways to come up with a unique selling point, and help you design a marketing plan to follow for the long-term business success.

To implement your marketing strategy in place, though, you need someone with a technical experience: a designer who also knows HTML, how to install a contact form, how to make your autoresponder run smoothly, and how to send a message to your list in one shot. Web designers who have run their own business online for a while, as well as developed web sites for and consulted others, are ideal to hire.

## Related Resources:



["Create Your First Business Web Site in 10 days!"](#) - step-by-step manual for complete web design newbies. Includes 17 video clips, and a tutorial on creating your web site without any HTML knowledge fast and easy. First lesson free! Created by a professional web developer and coach, Milana Leshinsky



["65 Instant Web Design Answers!"](#) - 65 web design tutorials with live examples and step-by-step instructions. Discover how to password-protect your web pages, how to make your web site load under 5 seconds, how to add a feedback form to your web site, how to create tables with rounded corners, and much more! Created by the same author, full-time web developer, Milana Leshinsky



[Web Design Coach](#) - teleclasses and web design coaching created specifically for consultants and other professionals. Choose from a list of available teleclasses, or request a personal 30-minutes coaching session with Milana free of charge.

["Amazing Formula"](#) - a great marketing manual for making your web site sell, giving you a blue print for success. Very upfront advice and inspiring journey with the e-world most known entrepreneur, Marlon Sandors.

["Create Your Own Products in a Flash"](#) - how to create your own products fast and make them best-sellers. Another gem from Marlon Sanders teaches you how to guarantee your product's success even before you write it.

## Step 2 - Write Articles



The most important promotion tool for your practice is writing and submitting articles. All you do is write 1 article per week (and do stay on this schedule!) and submit it to article directories and discussion lists. This technique accomplishes several important things:

- Establishes you as an expert
- Allows people to get to know you better and makes them comfortable in making the first contact
- Drives incredible amount of qualified traffic (they were interested enough to read your article AND click on your web link!)

While it will take you 3-4 hours a week on writing and submitting your high quality and informative article, the results may overwhelm you. So listen up!

**If you have no idea what to write about, do this right now:** take a pen and a notepad, and write down a list of things that your ideal client might be interested in reading. Think about the challenges your clients have, and painful problems they may be facing... Write down everything.

When you have a list of 10 or more items, go over each one and think of a good title for this topic. Let me show you an actual brainstorming example.

My target customer is a professional coach or a consultant who wants to grow his or her practice on the Web. Here are the problems and challenges he or she may be facing:

- do I really need a web site, and how will it help me?
- where do I even begin in web design, or do I even want to learn it?
- when I have my web site, how in the world am I going to get people to visit it?
- what if I can't design my own web site (I stink at anything technical!)?
- is there a way to make it fast and easy, and most importantly without paying a lot?
- I wonder if I can host my own forum...

Now I am going to take each list item and turn it into an article title. Watch this:

1. "How a web site can help you grow your coaching practice"
2. "Basics of starting a coaching web site"
3. "How to create a steady flow of traffic to your coaching web site"
4. "10 ways to start your own coaching web site if you are technophobic"
5. "7 steps to designing a completely free coaching web site"
6. "25 free web tools for your coaching web site!"

**Notice that I used the word "coaching" in every title, because it's the coaches I am trying to attract.** If your ideal client is a restaurant manager, then that's the words you need to use in your articles' titles. Also, keep in mind that a good title should be promising. First, third and fifth titles on my list have a promise in them, while the rest will need some work.

The next step is **to locate and organize a list of names and e-mail addresses** of people you want to submit your articles to. They may be article directories, e-zine publishers, magazine editors, and webmasters who post articles on their web sites.

Just go to a search engine (Google.com is my favorite!) and type in your services specialty. If you are targeting sales people as your ideal clients, then type in "sales people newsletter" or "newsletter for sales people". Try other word combinations. You will find web sites that send regular publications to their mailing list - ask them if they accept articles. If they do, add the editor's name and e-mail to your list.

Use Outlook Express or a mailing list manager program to keep all your contacts in. When the article is ready, format it 60 characters per line and send it to your list. Even if one publication uses your article, your name will receive a great exposure. And if your article is really good and touches a "hot" topic, many publishers will want to use it!

You may also use the same articles to base your speaking events on, post them on your web site for content, and submit your web pages to the search engines for more traffic. Writing articles is absolutely the easiest, cost-effective and a proven method of promotion for any coach or consultant - stick with it, and you will see incredible results!

### **Related Resources:**

Here are some excellent resources that list newsletters by topic and tell you how many subscribers each publication has:

<http://www.ezinelocater.com>

<http://www.Ezine-Universe.com>

<http://www.EzinesPlus.com>

<http://ezineadvertising.com>

<http://www.FreeZineWeb.com>

## Step 3 - Build a Mailing List



When you submit your articles to popular e-zines and web sites, people who read them will want to check your web site out. Here is your chance to grab your visitors' names and e-mails. If you don't take advantage of all this traffic coming to your web site, the time you spent writing your articles will be mostly wasted. So make sure you have a compelling free offer for your visitors to give you their information.

**Most common free offer is a useful report or an e-book.** You create it just once (your free e-book may be put together from a collection of your past articles) and your visitors will be able to download it immediately to their computer. Here is a step-by-step process on how to build your mailing list.

- **Create a freebie.**

Choose a topic that your target customer just can't afford to miss. Make it so attractive that your visitors will refer all their friends to your web site to pick up this freebie! Use a PDF Writer to make a PDF file for your e-book. Just go to <http://www.download.com> and type in "PDF Writer" in the search box.

If you are using your articles to put an e-book together, make sure they are related in topic and flow one after another as if you have actually written it from scratch.

You may also choose to offer a free group teleclass, a free newsletter, or anything else you think your potential clients might want to have.

- **Choose a mailing list manager program.**

There are different programs out there for you to use, but I am going to tell about those I use for my own web business, as I found this combination to be the most convenient, cost-efficient and productive. [GetResponse.com](http://GetResponse.com) is an autoresponder service that combines the features of a mailing list with automatic customer follow-up.

This is how it works: your visitors enter their name and e-mail on your web site and within seconds receive your free e-book or report. Then each visitor automatically receives follow-up messages from you, which you created in advance. You can also specify how soon each

customer should receive your messages (I like to spread them at least 7 days apart in the next 6 weeks from the date my visitors entered their information).

Once the series of your follow-up messages is complete, you can still keep these people on your list, giving them the option to leave at any time. You can now choose to upgrade your GetResponse account from a free one to a paid one so you can send a message to everyone on the list at once (free account does not have that feature). Or you may want to export this list into a mailing list manager program such as WorldMerge from <http://www.coloradosoft.com> (I use it and absolutely love the easy way to send personalized messages to my list!)

- **Add a sign-up form to your web site.**

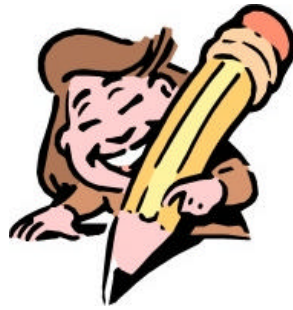
When you join GetResponse, you will be given a special HTML code to insert into your web page. This code will create a sign-up form for your visitors to enter information. You can put it anywhere you want, and on as many pages of your web site as you wish (the more the better!) so no matter where your visitors came to, they will always see the sign-up form.

To see how GetResponse follow-up autoresponder works, just go to my web site at <http://www.firstbusinesswebsite.com>, scroll all the way down and enter your name and e-mail address in the sign-up form.

Besides GetResponse, you can use other tools to generate a mailing list. If you don't want to follow up with each client one at a time (the way GetResponse has it set up), you can use a simple mailing list tool like the one <http://www.Bravenet.com> offers. Their free service will allow you to have up to 500 subscribers. Once you outgrow that number, it's probably a good time to upgrade to a more professional mailing list managing solution.

A terrific source on how to build your mailing list fast, how to generate a huge surge of traffic to your web site, and how to successfully promote your services using free e-zine advertising is Ezine Marketing Machine.

## Step 4 - Follow Up and Get New Clients!



Now that you have a list of people on your list, follow up with them. If you are using the follow-up autoresponder from GetResponse, then they're already receiving your follow-up messages. These can be your tips, articles, testimonials from happy clients, and each one should have a call to action at the end.

Ask them to call you for a free no-obligation consultation to see if you can help them solve their problem. Suggest a teleclass, or ask them to e-mail you with a question. Remember that each follow-up message should remind your subscriber about the benefits of working with you, and the results they will experience.

If you chose to use a regular mailing list subscription service such as Bravenet, then you can log in to your account, click on "Send Message" and e-mail a follow-up mailing or a newsletter to your entire list. Very easy to do and reminds your subscribers about what you do and who you are, and why they should trust you.

**When I started my online business, I expected to get orders from people on their first visit.** I was wrong. People need to hear about you at least 3 times (and on the average 7 times!) to trust you enough to buy from you. Following up with your subscribers is also very useful because when they first come to your web site, they might not be ready for your services. But when you contact them a few weeks later, they might be much more open to doing business with you simply because it's the right time.

["Follow-up Marketing"](#) - in any business, the REAL money is never in the first sale. It's always in the follow-up sales. Kevin Donlin's manual shows you how to double your profits by using his follow-up marketing system.

## Step 5 - Get Even More Traffic



Following the above four steps should take you no more than 3 hours a week, once you have your system in place. Spend another 3 hours on promoting your practice using the methods described below, and see even more targeted traffic and more great client leads!

- **Submit to Search Engines**

People use search engines to find products, services and information. I use Google.com most of all, because it gives me the most accurate results. Other search engine examples are <http://www.AltaVista.com>, <http://www.HotBot.com>, <http://www.Lycos.com>, <http://www.GoTo.com>. The process of getting your web site listed in the first 10 results is a tedious one. Many people decide to hire a company to optimize and list your web site with search engines. Others spend tens of hours a week to get to the top of the page.

I decided not to go overboard with this, and do the basic search engine optimization and submission of my web pages. All I do is add a good keyword-rich title, keywords and description META tags to each of my pages and submit it to the most popular search engines. You can find out more about optimizing your web pages and submitting them to search engines on the <http://www.SearchEngineWatch.com> web site. Don't spend any more than 5 hours a month on the search engine technique, instead - focus on more sure and productive methods of promoting your practice web site.

- **Exchange links with other professionals and relevant web sites**

Many web site owners who do this on a regular basis find that exchanging links with other web site owners really pays off. Besides effecting your search engine positioning (the more links to your web site, the better your web site will rank in some search engines!), you are also expanding your visibility to a targeted audience.

Find at least one web site a day to exchange links with, and you will be ahead of many other professionals who don't take this technique serious. Make sure you only exchange

links with web sites that are of interest to your target customers.

Make sure you are not writing to your competitor - that person should have a different specialty than you are to be willing to add your link.

To track your exchange links, use the Link-Spy at <http://www.link-spy.com> to make sure your partner web sites maintain the links to your web site.

- **Participate in online forums**

Find and write down a list of the online message boards where your target customers hang out, and post there at least twice a week. Make sure you always leave your link in your post to let other forum readers know who you are and why they should trust your advice.

Don't waste your time on the low-traffic boards (with fewer than 1 post a day), visit only those with a lot of daily posts to get the best exposure. You will enjoy greatly helping others while getting your name and your expertise out. I am always asked about graphic designers, marketing experts, personal coaches, specialty designers... and I always recall a name I saw on one of the forums.

While it's a good way to become known as an expert, don't spend too much time posting on forums - it can get addictive and distract you from your main purpose of getting new clients.

- **Place classified ads in e-zines**

Find out what type of online publications your ideal clients read and ask if the publishers accept advertisement. A high subscription base newsletter can do wonders for boosting up your clientele! A classified ad is exactly what it is in newspapers: a headline, a few lines of text and a contact information. Here is a sample of a classified ad I recently ran for my web design teleclasses:

Have you always wanted to have your own web design coach but thought you couldn't afford one? Now you can! Registration is going on now for the following teleclasses:

- "How to create a traffic stampede to your web site"
- "How to set up your e-book web site"
- "How to use web templates to create a killer web site"
- "How to post your web site to the Web"

Register today at <http://www.webdesigncoach.com>

This promotion technique is similar to writing articles, except here instead of writing you pay a one-time advertisement fee.

If you have your own e-zine (or your mailing list) you can ask publishers if they would be willing to exchange classified ads. This means that you are placing their ad in your

publication, and they are putting your ad in theirs. It's free to both of you, but for publishers to agree to this exchange, you must have a similar number of subscribers.

If you have 500 people on your list, and they have 10,000, don't ask to swap classified ads - instead, if their subscribers belong to your target group of customers, purchase an ad in this publication. For around \$50.00 you will be able to get a great exposure for your web site. And of course, don't forget to capture your visitors' e-mails when they come to your web site.

### **Related Resources:**

Two great sites where you can find ad swap partners:

<http://www.Ezine-Swap.com>

<http://www.alacarim.com/adex>

To keep track of the swaps, you can use free software "Ad Tracker":

<http://www.nowsell.com/pages/ad-tracker.html>

If you don't have your own newsletter online yet, a great start would be this free tutorial:

<http://www.e-zinez.com/handbook>



## **Conclusion and a helping hand:**

I hope you enjoyed this e-book. I did a lot of research, conducted many interviews and implemented these marketing techniques in my own business – they work! Some professionals told me that their best (and only) method of promotion is word-of-mouth which is quite passive. Considering today's technology and enhanced ways of communications and networking, every consultant has an opportunity to fill their calendar to its potential.

If you need a hand in getting started on the Internet, or if your current web site has not been bringing you as many clients as you want, I would be happy to give you some practical suggestions. Visit my web site at <http://www.webdesigncoach.com> or e-mail me at [milana@webdesigncoach.com](mailto:milana@webdesigncoach.com)

