

Avoiding Bum Marketing Pitfalls

If you're desperate to make money online by selling your product, it's difficult to avoid considering using methods that even a bum with a free library card can conduct!

Of course, there are ways to market your product for free online. You simply must remember to avoid falling into using only bum marketing methods to increase your sales. Several of these bum marketing methods will only end up costing you time and money in the long run, without positive results.

Don't spend a ton of time searching for the new big product that's extremely popular right now. Just as much money can be made with products that have a continuous demand and audience over the years. Trendy products will only be popular for a time, and sales will quickly diminish after the 'newness' wears off.

Avoid limiting your range of exposure by using bum marketing methods. Depending upon Click Bank as a sole resource for finding appropriate affiliate products is one such blunder. Avoiding other affiliate opportunities will only limit your results. Also search sites such as Pay Dotcom and others.

A very popular bum marketing strategy is to submit articles to multiple directories like EzineArticles, ArticleBiz or Associate Content. This service is free and does not pay you for your work, but allows others to use your articles with the requirement of leaving your business links intact in the text. Unfortunately, you can spend far too much time writing these articles. A better strategy is to beef up the content on your own site so that it will become known as an expert site by the search engines.

Don't rely on only one tool to implement keywords and phrases into this content, too. Research possible keywords through Overture, SEO Toolbar, Word Tracker, or Google Labs, and use them all. Too many Internet marketers rely on only one of these tools and leave business on the table. Compare the results between the different tools mentioned so that you don't miss any valuable information.

Always use an auto responder, no matter how few responses you need to send on a daily basis. It's best to become familiar with this type of tool when your business is quite small so you don't have any problems in the future; many bum marketers simply write their own responses, but this results in far too many hours spent on the computer.

Don't depend on affiliate products to make your income online. Developing profitable products of your own should be your number one priority, and affiliates should simply offer extras that your niche market might be interested in. You can always use this bum marketing technique when you're first getting started, but you need to be developing your product at the same time.

Don't make the mistake of implementing every fancy graphic you can into your website. Flashing lights and ads will only deflect from the purpose of your site, and may be annoying enough to cause many visitors to leave before learning about your products.