



Dive into Fred's online marketing vault to learn proven cash-pulling techniques you can start using
TODAY!

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Advertising, Part 1

By: Fred Raley

Who is this for: Novice to Expert online marketers

What it is about: Critical steps you need to take to succeed

When will you use it: Immediately

Why do you need it: To learn how to set up your own retirement-income business systems.

1. Advertise a LOT

This goes without saying but you would be surprised how many “serious” marketers put out one ad then quit.

That’s the time to ramp up!

Keep advertising.

I have whole courses, articles and training on advertising, headline writing, copywriting and more. Use these to learn, get better, do testing and keep improving.

But don’t quit.

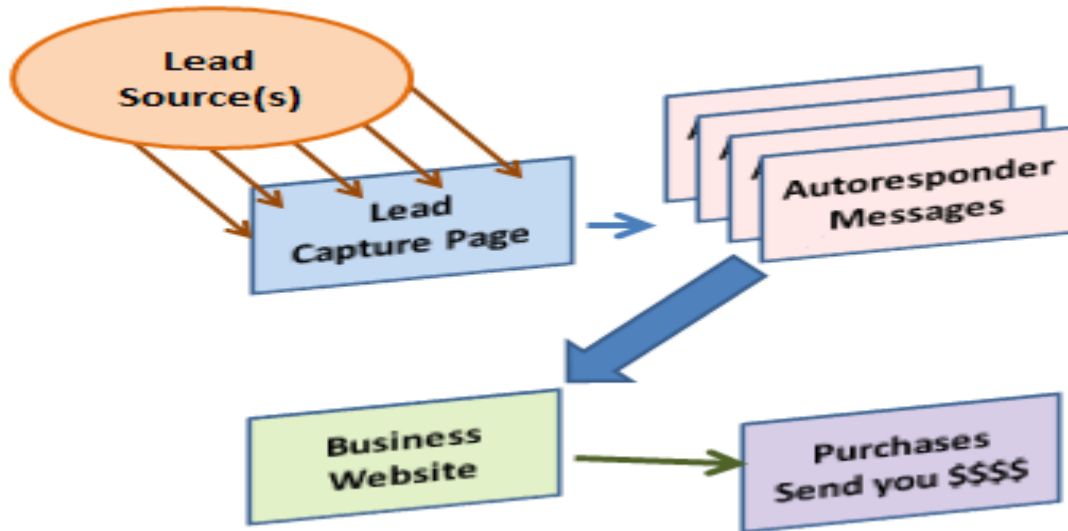
That’s a perfect route to failure.

Use it as a learning experience. Thomas Edison said *“I didn’t fail 1,000 times in trying different substances for the light bulb. I just found 1,000 ways that didn’t work.”*

You must keep advertising, tracking your results and getting better (or at worst, learning what doesn’t work) in your advertising.



Here's a short graphic to explain visually what this article is about:



So if you have your Lead Capture Page ready and your Lead Magnet, let's get started.

The first thing to do is to get you some places to go to start getting leads right off the bat.

Your strategy should be to post ads daily (especially on the free sites) to get a lot of exposure. Some of your ads, especially on Craigslist, will get "flagged" (meaning rejected) by over-zealous monitors. Don't worry about that. I have a tactic to minimize flagging.

If you craft your ads to selling a business or product, you will have FAR better luck at getting the ads to stick and being there for potential buyers to see and interact.

2. Advertising Portfolio

I use a daily routine to advertise.

That way I don't have to think about what I am going to do. It's the same check list every day.



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- a. Post on Back Page
- b. Post on Craigslist
- c. Post to SafeList
- d. Write daily email
- e. Create daily blogpost
- f. Create short video – Post to YouTube (Lead Magnet method)
- g. Post YouTube links to Twitter
- h. Solo Ads (once or twice per week.)
- i. FaceBook Fanpage Value post

The daily email, blogpost and video are all the same content or pieces of it. Creating multiple ways for prospects to interact gives me more exposure for the info I'm putting out.

Let's get started with Back Page since it is the easiest to explain.

3. Back Page

<http://www.backpage.com/>

There are lots of ways to post free ads on Back Page. They also have some paid options which you will see along the way. I don't mess with the paid options, I just concentrate on posting daily to maximize results.

You can try the paid stuff and see what you think. Just keep track and measure your results over time between paid and not paid to see which might be better.

If you find a significant advantage one way or the other after your testing, please let me know so I can include it in my training.

So, Here we go!

How to post your first Free ad on BackPage.

Go there, and click on "Post Ad", then select "Post local ads (mainly free)" then click through "United States", a State and select a City.



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It doesn't matter what city you pick... your choice. Over the course of repetitive advertisements, you will want to pick different cities so it might be a good idea to have a plan on how to attack that.

Then choose the "Section" as "buy, sell, trade". Then I usually use "*Business for Sale*", then you get to pick a location (again... I think this might be for local targeting.)

From there, just fill in the blanks to construct your ad.

The yellow highlighted blocks are mandatory. Others are not.

I always fill in the price... it's a good filter to keep out the freebie seekers.

I usually leave the locations blank since they are not absolutely required since my businesses are virtual and not tied to a specific geographic location.

Now here is a strategy point:

Think about how you want your prospect to respond.

Options here are to go to your website (include in body text... BackPage will hyperlink it for you.)

Next option is to leave out the website and have them respond via email. BackPage will keep your email hidden but you will respond to the prospect via email.

Third option is to have them text you (SMS) to get more info.

Your choice on how you want to interact with your prospect.

For me, I drive them to my Lead Capture Page to put their info in including phone #.

That way, I get them into my [Aweber](#) autoresponder so it can start its automated follow-up routine with them.



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The only other way I would do it is to have a teaser video on YouTube with a link either in the video or in the description to get back to my Lead Capture Page, again, to put their info in to get into my [Aweber](#) autoresponder so it can start its automated follow-up routine.

I love the power of automated marketing systems.

Taking consistent action on a persistent basis will give you success like you have never imagined.

Ok, once you have that sorted out, continue through the BackPage options to complete your ad.

You can add video or images... I use images about one half of the time if I have some nice ones. Just get them from Google images and make sure they are not copywrited and open for free use.

Then there are some more paid options. Use if you like.

If you find you are getting a good response from one or more ads, you can use some of the options like the “*Auto Repost*” or “*Include Nearby Cities*”. The options are pretty cheap of you find yourself with a good ad that warrants rollout.

Then keep continuing through to

- *Step 2: Preview Ad*
- *Step 3: Activation*
- *Step 4: All Done*

You will get to put in your email, confirm the posting via a link in the email, then your ad will be live!

Post 3 to 5 times per day (for free) in Back Page to build up your ad inventory. Note ads which are pulling well and duplicate those.

It's good to keep your ads different so modify your headline and body text a bit from ad to ad to keep them fresh. Especially for the headlines.



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Resources:

1. [Aweber](#) is our strongest recommendation for your autoresponder services.
2. [BlueHost.com](#) of course gets our nod for hosting your domain, blog and ever critical, personal email address.
3. [The Conversion Pros](#) for all of your professional marketing tools.
4. [Resell Rights Weekly](#) gets you tons of free PLR material from which to build your articles, blogposts and videos.

For More Helpful Free Training

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