

TBA's Top Ways
TO
Promote Your Site
Without
Spending Money

Written by:
TBA - stands for Tricia, Billie & Ashley McWilliams
Editor of [TBA Deals](#)

Copyright © [TBA Deals](#) All Rights Reserved. This ebook may not be copied, resold or distributed in whole or in part without the express written permission of the authors. You may contact the authors at: tbadeals@tbadeals.us

About the Authors:

TBA's Top Ways To Promote Your Site Without Spending Money is written by TBA. TBA stands for Tricia, Billie and baby Ashley. We are a mother, daughter, and granddaughter work at home team.

After having Ashley, Billie wanted to be able to stay at home with her. Tricia has had a life long dream to work for herself. With this in mind we teamed up to have our own business. We decided to create a name that would be for all of us. We came up with TBA and it stuck.

Disclaimer:

To the best of our knowledge all information including links and information about a particular site is accurate. Each site is family friendly to our knowledge. We are not endorsing or affiliated with the sites mention in the ebook, except ones that have TBA in the name.

We created this ebook on our experience, knowledge and research. We in no way guarantee you any success with this ebook. These are just ways that have helped us.

If you have any questions or would like to contact us you may anytime at tbadeals@tbadeals.us

Copyright © **TBA Deals** All Rights Reserved. This ebook may not be copied, resold or distributed in whole or in part without the express written permission of the authors. You may contact the authors at: [**tbadeals@tbadeals.us**](mailto:tbadeals@tbadeals.us)

Table of Contents:

Introduction	PG 4
Signature Lines	PG 5
Signature Swaps	PG 5
Contest Sponsorships	PG 6
Have a Contest	PG 7
Ebooks	PG 8
Articles	PG 9
Message Boards	PG 10
Newsletters	PG 11
Newsletter Ad Swaps	PG 12
Free Advertising in Newsletters	PG 12
Sites that offer Free Advertising	PG 13
Advertising Swaps	PG 14
Link Exchanges	PG 15
Networking Events	PG 15
Word Of Mouth	PG 17
Thank You	PG 18

Introduction

You have your site online, now you have to figure out how to promote it? The promotion of your site is very important part of your online business because it lets people know about your site, leading to visitors, which lead to sales. You have to keep your name out there so people will be familiar with it.

If you have it in your budget you can purchase advertising to help promote it, however paid advertising isn't all you can do you to promote your site. You can promote your site with free ways also or combine the free ways to promote your site with paid advertising.

Having a tight budget we have learn a few free ways that work to promote your site. We strive to give the best in our business and help others along the way. So we wanted to help other work at home moms we have decided to write this book and show you ways to promote your site for free.

Signature Lines

Signature lines are small ads that run at the end of your emails and the end of your post on message boards. These are good for promoting your site because every time you send an email or make a post on a message board someone is seeing your ad.

Most email programs and message boards have a place to preset your signature. This is helpful so you know it will automatically be there and your not having to write it into your email/post every time.

In your signature line run a small ad about any specials you're running or about your website. In this small ad show people why they should visit your site, what they are getting.

Each message board and group you belong to will have their own set of guidelines. Before presetting your signature read their guidelines about signature lines.

Signature Swaps

Signature Swaps are where you agree to place another businesses ad in your signature line if they will do the same in return for you. This is another great way to use signature lines; you are getting to help another business promote their site while they are promoting yours.

Copyright © **TBA Deals** All Rights Reserved. This ebook may not be copied, resold or distributed in whole or in part without the express written permission of the authors. You may contact the authors at: [**tbadeals@tbadeals.us**](mailto:tbadeals@tbadeals.us)

Where do you find signature line partners? Check groups and message boards you are on, some people ask for them there. If you can't find anyone asking for one, then you request one.

When agreeing to do a signature line, be sure to check where you will be swapping signature lines, for example are you only swapping for email signature lines? Or are you swapping for email, message boards etc...

If you have more than one email account you use or belong to more than one message board, you can swap signature lines with more than one person, one signature swap for each of these.

Contest Sponsorships

Sponsoring contest is a great way to get the word out about your site. You are donating a prize to help another business out in return you are getting listed on their site. So both businesses win.

Look for work at home moms that are requesting contest sponsors for their site. They usually post on message boards and to groups that they are looking for sponsors. If they target your target audience then donate to their contest.

Not sure what to sponsor a contest with? Here are a couple prizes that are good for sponsorship.

- 1) Small Products from your business, these are great, they get your product in the hands of potential customers.
- 2) Gift Certificates, these are great because they let the winner choose which products from your business they would like to have and it gets your products in the hands of potential customers.

Have a Contest

Have a contest on your site. This is a good way to promote your site. It gets visitors to your site wanting to enter your contest. While entering your contest they might see something else they would like.

You can be the sole sponsor of your contest or you can request donations from other sponsors. It depends on how big of a prize you would like for the contest. If you want a bigger prize we suggest asking for contest sponsors. This helps them get the word out about their site and helps you with the prize.

Not sure what kind of contest to have? Here are a few ideas:

- 1) Cute Baby Contest – Collect pictures from other work at home moms, then set up the contest where visitors vote on the cutest baby.
- 2) Trivia Contest – Place questions on your site for visitors to answer for an entry. This gets visitors looking around your site. Also if you have sponsors, this gets hits to not only your site but sponsor sites.
- 3) Form Fill Out – Have a form on your site for visitors to fill out their name, email address, and whether they give you permission to contact them.

Be sure to have your rules easily available to your visitors and follow federal, state and local laws for contest.

Write Ebooks

Writing an ebook is a great promotional tool for your business. It offers information to your visitors. Pick a subject you are knowledgeable of and interested in and write about it. Always include a about the author page in your ebook, it lets your readers know about you.

You can choose whether to charge for it or give it free. Either way you choose to do it, ask for testimonials of your ebook. After receiving them, place testimonials on a

Copyright © **TBA Deals** All Rights Reserved. This ebook may not be copied, resold or distributed in whole or in part without the express written permission of the authors. You may contact the authors at: [**tbadeals@tbadeals.us**](mailto:tbadeals@tbadeals.us)

promotional page for your ebook. These testimonials will show your visitors that your ebook offers valuable information. They will also draw more visitors to your site by word of mouth when people talk about the informative ebook you are offering.

Offering your ebook for free will help promote your site and it gives visitors information on a particular subject. People love free so promoting your free ebook that is downloadable from your site gets more visitors to your site, and hopefully they will see something else while at your site that they like.

Write Articles

Writing articles and placing them on your site is another great writing technique that helps promote your site. It gives your visitors more content to read, as well as offer them information on a subject they may be looking to learn about.

Placing them on your site for your visitors is not the only way to use articles you write, you may also offer other site owners reprint rights to your articles as long as they agree to include your byline.

When writing articles always include a byline, in your byline tell a little bit about yourself and include a link to your site and/or your email address. This gives visitors of sites that host your articles a way to find you.

Copyright © **TBA Deals** All Rights Reserved. This ebook may not be copied, resold or distributed in whole or in part without the express written permission of the authors. You may contact the authors at: [**tbadeals@tbadeals.us**](mailto:tbadeals@tbadeals.us)

Message boards

Message boards are a great place to market, network, promote your business and make friends. Join message boards and become part of their community, don't just post your ad. Help others on the message boards and allow them to help you. Join in discussions, be an active member.

You will get to know people through message boards and when they need something that you offer they will often come to you looking for it. People go to friends and people they know first, so become friends with other businesses. Don't become friends to just get business though, actually become their friends you will benefit in more ways than just your business and they will benefit in having you as a friend.

Here are a few message boards communities for you to join and become part of:

- 1) [TBA Deals Message Board](#) – Message board offers chitchat, marketing, networking, games, advertising section for active members and more.
- 2) [Internet Based Moms Message Board](#) – Message board offers chitchat, information on all aspects of business, advertising and more.
- 3) [WAHM Message Boards](#) – Message board for WAHM's offering boards on almost any subject you can think of.

- 4) [Busy Parents Online](#) – Message board for busy parents all over the world.
- 5) [Lucky Momz](#) – Message board offers chitchat and discussions about your business.
- 6) [Self Starter Weekly Tips](#) – Message boards gives you tips on how to run your business online, everything from writing ebooks to search engine optimization with everything in between
- 7) [Dot Com Women](#) – Message board offers chitchat, business related topics, contest and more.
- 8) [Ryze](#) – Ryze has many message boards with different owners and different topics. After joining take a look around and find one that fits your needs.

All these boards have similarities but each one has something different that will inspire you in some way.

Newsletter

Newsletters are a great way to promote your site. If you don't already have one we suggest you start your own newsletter. This gets you in constant contact with your mailing list.

Be consistent with your newsletter, if it is set to go out on a certain day, put it out that day. You're building a relationship with your mailing list.

Don't make your newsletter just an ad about your business, add stuff that would be of interest to your subscribers. Your subscribers are more likely to read if there is something other than ad.

Newsletter Ad Swaps

Newsletter Ad Swaps are where you place another business ad in your newsletter in return they place your ad in their newsletter. This is great way to get your site seen while helping another business get theirs seen.

Subscribe to newsletters that catch your interest and that market to your target audience. Approach the newsletter editor about doing a newsletter ad swap with your newsletter.

Free Advertising in Newsletters

Some newsletters offer free advertising upon sign up. Being a subscriber allows you to advertise certain things in their newsletter.

When signing up, you will receive a welcome letter to read, usually the free advertising that is offered is stated there; their guidelines are usually in the welcome letter too. Follow those guidelines and submit for your free advertising.

Here are a few newsletters that offer free advertising of some sort:

- 1) [TBA Deals All 'N 1](#) – List your freebies and contest for free
- 2) [Mommy's Helper](#) – List your specials, contest, online parties and announcements for free.
- 3) [The Classic News](#) – Free advertising for articles

Look for sites that offer free advertising

Advertising on sites that offer it for free is another way to promote your site. There are many sites on the web that offer free advertising for you. Read their guidelines, follow them, write an ad and submit it to them.

Here are a few sites that offer free advertising for you:

- 1) [TBA Deals](#) – Advertise your freebies, contest, newsletters, products, resources and more here for free.

Copyright © [TBA Deals](#) All Rights Reserved. This ebook may not be copied, resold or distributed in whole or in part without the express written permission of the authors. You may contact the authors at: tbadeals@tbadeals.us

- 2) [Mommy's WAHM Place](#) - Advertise your coupons, contest and they interview work at home moms here for free.
- 3) [Catalogue Mom](#) – Advertise your freebies, coupons and promotions here for free.

Again these are just a few of the sites that offer free advertising, you can do a search on [google](#) or [yahoo](#) for free advertising and you will find more. Find sites whose target audience is the same as yours.

Advertising Swaps

If you offer advertising on your site or in your newsletters, check with other sites that offer advertising about doing an advertising swap. They will put your ad in one of their advertising spots and you will do the same for them.

Advertising swaps are a good way to promote your business, it gets you free advertising on a site where it would usually cost you for the ad and does the same for the business you swap with.

Watch your groups and message boards; there are usually lots of people looking for advertising swaps. If you don't see anyone requesting advertising swaps, then you request one.

Line Exchanges

Link Exchanges are where you place a link to another business site on your links pages and they do the same in return for you. Exchanging links with other business is good because it helps get the word out about your business.

The visitors they have will possibly see your link and decide to come see what your site is about and your visitors will do the same for them.

Networking Events

There are quiet a few networking events that take place on the web. They are usually announced in groups and on message boards.

Watch for networking events that are being conducted and participate anyway you can. Definitely be at the event if at all possible. You can also participate by giving prizes if needed. We have also given a seminar at a networking event. Ask if there is anyway for you to help and if there is, do it.

The more events you participate in one-way or another, the better for your site. People at these events will begin to recognize your name.

Here are a couple of upcoming networking events

- 1) [Fall Fling Bash](#) - A Online party with 25 businesses chatting, offering specials and networking. You don't have to be one of the businesses to come to this event, however you do have to be one of the 25 participants to promote your business. You can come to chat with the business owners and others, play the games, purchase if you like, enter the drawings, and have fun.
- 2) [Internet Based Moms Annual Christmas Party](#) - This event is to celebrate Christmas, share recipes, your holiday plan, etc. We participated in last years and it was a lot of fun.

Word of Mouth

Word of mouth is by far the best way to promote your business. When you participate in the ways named above, are fair and honest with your business associates and customers, and help others people will start to tell others about you.

One thing you should remember about word of mouth though is that you can't please everyone. There will always be a customer or business associate for one reason or another who isn't satisfied. What you want to strive for is majority rule.

As we have showed you above you can promote your site without spending money. These do take time and effort to do and you may not see results immediately, but if you continue to do them you should see that in time they pay off.

What makes these good ways to promote your business is that you are not just promoting your business; you are promoting others businesses and offering a service.

Thank You

Thank you for taking time to read this ebook, we hope it has been informative to you and will be of help in promoting your site.

We would also like to thank everyone that has helped us along the way. We are steadily working to improve our business and have had work at home moms help us and we appreciate that.

We would like to thank anyone that takes a time to write a testimonial for this ebook. We will add testimonials along with a link to your site on this ebooks promotional page.

Most of all we would like to thank GOD for helping us in everyday life.