



0 of 0 people found the following review helpful. What's Your Definition of "Little or No Money"?By Anne WingateI am going through all my old orders writing reviews for things I failed to review when I bought them. This book did not work for me. For one thing, many of its suggestions are forbidden by the Internet, and many others simply do not work. I tried. Nothing happened. The things that appeared that they would work did not cost "little or no money." They costed more money than I had.0 of 0 people found the following review helpful. Excellent! How to begin from the ground up!By Shellby PaulThis is a stellar book about basics on entrepreneurship. I have long had the idea of starting my own small business, and I had very creative ideas about marketing success. After reading this book, it gave me the confidence roll up my sleeves and get started. With big bold font, and informative cliff notes, anyone can find the bottom line of what they need to achieve a successful business or web site. I recommend this book because its SO simple to comprehend the ideas it represents. Its almost a play by play flow chart of what is recommended, required, and what actions need to take place. It's very encouraging because it capitalizes on beginning with very little or no resources. This book is a must for those starting from the ground up!3 of 3 people found the following review helpful. Not quite what I was looking forBy Zachary S. NelsonThis book does give a lot of helpful information on how to market your website by doing such things like "Affiliate Programs", etc., but it seemed to dwell on "How to build your website" which mine was already set up. I was looking for pointers on how to promote the site not how to CREATE the site!Not to bash this book in any way, but it wasn't my cup of tea. Maybe it will work for you or maybe it won't. There were some suggestions he suggested that I will use, but overall I don't think it was worth the purchase.

Interested in promoting your business and/or Web site, but don't have the big budget for traditional advertising? This new book will show you how to build, promote, and make money off of your Web site or brick and mortar store using the Internet, with minimal costs. Let us arm you with the knowledge you need to make your business a success! Learn how to generate more traffic for your site or store with hundreds of Internet marketing methods, including many free and low-cost promotions. This new book presents a comprehensive, hands-on, step-by-step guide for increasing Web site traffic and traditional store traffic by using hundreds of proven tips, tools, and techniques. Learn how to target more customers to your business and optimize your Web site from a marketing perspective. You will learn to target your campaign, use keywords, generate free advertising, search-engine strategies, learn the inside secrets of e-mail marketing, how to build Web communities, co-branding, auto-responders, Google advertising, banner advertising, eBay storefronts, Web-design information, search-engine registration, directories, and real-world examples of what strategies are succeeding and what strategies are failing. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

...Anyone considering a web business will find this book valuable reading. --Michael Warren, President; USA4SALE Networks, Inc. ForeWord Magazine's Book of the Year Awards Finalist; The national 2007 Indie Excellence Book Awards business Finalist; 2007 Independent Publisher Book Awards Computer/Internet - Bronze; USA Best Books Awards 2007 Business; Library Journal: Best Business Book 2006 Marketing/Branding --Book AwardsForeWord Magazine's Book of the Year Awards Finalist; The national 2007 Indie Excellence Book Awards business Finalist; 2007 Independent Publisher Book Awards Computer/Internet - Bronze; USA Best Books Awards 2007 Business; Library Journal: Best Business Book 2006 Marketing/Branding --Book AwardsAbout the AuthorBruce Brown has been an officer in the United States Coast Guard for more than 22 years and is currently stationed as Comptroller at the Coast Guard Air Station in Clearwater, Florida. Prior to this assignment he was heavily involved in designing document imaging applications and web-based financial application systems design and deployment for the Coast Guard Finance Center in Chesapeake, Virginia. For the past 8 years, he has owned and operated of a small Web design and consulting firm. He currently resides in Land O'Lakes, Florida with his wife Vonda, and youngest son Colton. His oldest son Dalton, is currently attending the University of South Florida and his other son Jordan is attending the University of Florida.