



20 Free Tips and Tools Tips to Attract More Clients and Profits

by

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Phineas T. Barnum, the famous showman, probably understood the importance of attracting business better than anyone before him or since. One example of his advertising genius took place in 1850 when he wanted to bring the international singer, Jenny Lind, dubbed the "Swedish Nightingale" to America. But he knew she was unknown in America. Six months before her arrival Barnum began taking out newspaper ads and posting handbills to spark interest, curiosity and anticipation of this star. His campaign was so successful that upon her arrival 30,000 New Yorkers greeted her at the docks.

Times may have changed, but the need to promote your product and service has not. There are as many ways to promote and advertise as there are businesses. Since making profits depends on attracting paying clients it's critical to discover ways to do this that work for your business.

If you're like most businesses, you also have a limited advertising budget, so locating free tips and tools is appealing.

Finding these free tips and tools takes much time and energy. It's my pleasure to share with you 20 of the best ideas that I've uncovered that

help you save time, money and energy as you promote your products and service.

Most free services offer a pay version that offers more features. For most of us the free version works just fine to start.

Using the strategies and techniques that are best suited for your business can ensure your success.

The key to business success is visibility which leads to credibility which leads to profitability.

Key Tips

1. Promote your business on every communication from your company, such as on invoices, envelopes, and email.
2. Make your social media messages and blog posts get the most bang for the buck by linking them to one another when possible.
3. Free sites typically offer a pay version of their services with enhanced features, but the free version is often adequate for users.
4. Always read the terms of use on free sites to be clear on any restrictions.

Top 20 Tools

1. www.wisestamp.com

An email app that enables you to easily customize your email signatures with your personal social profiles and allows you to add to each outgoing email dynamic content such as your latest eBay item, your book, recent blog post, your latest tweet or a cause to promote.

2. <http://ping.fm>

Ping.fm was created to make it easy to share your posts on social media sites with the world all in one place. Now you don't have to fumble around the web in order to post anymore, you can just post once, and be done with it.

3. www.Hootsuite.com

Allows you to post to multiple social media sites in one place. Ensure your messages never get missed. Draft and schedule messages to send at a time when you believe your audience is most likely to be online.

4. <http://www.mailchimp.com>

An email marketing service where you can send 12,000 emails a month to a list of up to 2,000 subscribers. There are a few features that are only available to users with paid accounts, but the free version is a great start.

5. <http://formatit.com>

If you've ever gotten email where the lines were different lengths and all out of whack, then you'll appreciate the beauty of this tool.

It formats text to a specified column width while preserving the original paragraph endings. Recommended length is no more than 50 columns giving your email a consistent and professional look that will be viewed the same on all computer screens.

6. <http://www.cutepdf.com/>

The pdf (portable document format) is a popular format because all the information in it is self-contained so that it displays the same way everytime. No need to buy expensive program to create one when this free tool does the trick.

7. <http://www.freedigitalphotos.net/>

This is a great place on the web to download free images for use in corporate and personal projects. Their images can be used by web designers, graphic designers and editors to illustrate and brighten up websites and printed media such as newspapers and magazines.

8. <http://www.photofunia.com>

PhotoFunia is an online photo editing tool that gives you a fun-filled experience. You upload any photo, then add any of the cool photo effects or funny face photo montages.

Free press release sites

These sites require you to register, but you only have to do it once. Each one is a little different, but the concept is the same. One may have a limit on how many characters can be in a title, or another requires a summary before the press release itself.

There are hundreds of free press release directories, but these three actually distribute your press release.

9. <http://www.pr.com/press-releases>
10. <http://www.Free-press-release.com>
11. <http://www.Prlog.org>

12. <http://www.magmito.com>

Here is a mobile application generator that is easy to use. You can create engaging apps that can be viewed on any mobile phone, from Android to iPhone. You can share the finished app with others or even post it in the Market for sale or just free download.

Individuals and small to mid-sized businesses can create apps to promote products, events, services and more. You can upload photos, videos, maps, signup forms and even RSS feeds.

13. QR Code generator
<http://qrcode.kaywa.com/>

A QR code (abbreviated from Quick Response code) is a type of matrix barcode (or two-dimensional code.) Think barcode. It was first designed for the automotive industry. More recently, it has become popular

outside of the industry due to its fast readability and comparatively large storage capacity.

The code consists of black modules arranged in a square pattern on a white background. A smartphone can read the code and take the user to whatever web destination you have embedded in the code.

The QR code can be placed and read not only on your website, but also on business cards, promotional materials, products and apparel.

14. <http://www.Meetup.com>

Meet up is the world's largest network of local groups. It makes it easy for local groups that share common interests to meet in their communities. More than 2,000 groups meet face to face, many are free to join although some charge fees.

You can join an existing one or create your own, for a fee. When you create your own, you have the option of allowing members to attend free or charging your participants to offset your cost for setting it up.

15. www.freeconferencepro.com

FreeConferencePro is an enhanced audio conferencing service, available to all users for free.

When you sign up you receive a Conference Access Number and your own personal Passcode, ready for use immediately.

You can hold a phone conference on the spot or schedule one in advance. The recording is ready for download usually in less than an hour as a mp3 or wav file. They will create a customized greeting that your participants will hear when they sign on.

16. www.anymeeting.com

You can host meetings or webinars with up to 200 participants,

It is full-featured like the pay services. The drawback is they will show ads on the sidebar. When your participants pay for the webinar, the ads will no longer appear.

17. <https://squareup.com/>

Accept credit cards without a merchant account

When you sign up you get the gadget free that attaches to the top of your smartphone. Allows you to swipe anyone's credit card, have them sign on your smartphone screen with their fingertip and send a receipt to them by email. The money goes into the account you've designated.

18. www.secunia.com

This free Personal Software Inspector protects your computer from being hacked. This is important because when your computer is out of business, your business suffers.

19. http://www.harmonyhollow.net/cool_timer.shtml

This countdown timer, the Cool Timer, will come in handy to keep you on task when you're writing, reading email, or to create urgency when you want your customers to act fast.

20. <http://www.retailmenot.com>

Before you buy anything on or offline, check this site listing over 130,000 coupons and coupon codes from major stores and sites, as well as some in your neighborhood.

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This report is an example of the types of reports you have access to in the [Gift Basket Business Home Study Course](#).

Whether you are a beginner or a veteran gift basket retailer, my 7-week **Gift Basket Business Home Study Course** offers a unique combination of instruction, feedback and resources that help you grow your own successful gift basket business.

Each weekly module presents a teleseminar that was recorded live as well as additional readings, audio tips, an interview with an industry professional, design tips and resources. This course makes it easy and convenient to gain the knowledge and resources you need all from the comfort of your home.

Learn everything you need to make your gift basket business profitable.

Since successful gift basket business involves numerous logistical, marketing, business and design challenges --the Gift Basket Business Home Study Course offers a concentrated combination of live teleseminars, lessons, interviews with industry experts, audio tips and much more of what you need to know to succeed.

Here's what you will cover in the course:

Week 1 Module

Business models: Strategies and Options

Week 2 Module

Nuts and bolts: All the do's, don'ts and don't-think-about-its

Week 3 Module

Marketing and promotion: Best ways to attract customers

Week 4 Module

Gift basket design, delivery and pricing

Week 5 Module

Finding Products/Vendors

Week 6 Module

Web design and presence

Week 7 Module

Business Operation with an Exit Plan

Find out more about how this program is unique and how it is just right for you at <http://www.giftbasketbusinessworld.com/classes>