

EASY OLD-SCHOOL ADVERTISING METHODS

by Michelle West

Please note: Any marketing materials that are specific to the \$500 events should not be used anywhere the ad will stay permanently, such as Pinterest, or Facebook. Only mention these \$500 events in places where the ad will just be shown temporarily. If you have any questions or concerns about any advertising, please contact affiliatesupport@360WIN.com for guidance and advice.

The main goal for 360WIN right now is to get to 100,000, and then a million players ASAP. There are some people who will be doing a major social media blitz, and they will bring in tons of people. But each of us can chip in and help bring in some new players too. Remember, nobody knows about us unless we advertise and get the word out! This article covers only advertising methods that do NOT use social media or cell phones or anything fancy. Just tried-and-true Old-School tactics that work very well for me and millions of other people who have online businesses.

There are several different ways to get referrals under you -- and it is definitely worth doing! You can make a lot of money with referrals. First of course, every referral you bring in will add to the number of people playing the games -- and as you know, we won't get paid here until we have enough games played every day and the company is in profit. Your referrals can help us get there faster. You will also get matching bonuses when your referrals win in our tournaments. If they win a Spin on the Wheel of Prizes, YOU also get a Spin. If one of your referrals wins \$3000 in a tournament, YOU also get \$3000. And if one of your referrals wins a million dollars in the big tournament, YOU also get a million dollars!! As you can see, it is definitely worth your time to bring people in!

Many of our members will be using social media to find people, and there's another report here covering that. But I don't use social media, and I know a lot of you don't either. But that's ok! I started working on the web before there even was all that social media, and I've made a lot of money using simple Old-School methods. Below are the main things I have used over the years.

REMEMBER --> ALL marketing materials that you write or create yourself must be approved by Corporate before you can use them. Please send them to affiliatesupport@360win.com and allow them a day or two, they are very busy and will get busier once this really gets going.

NOTE ---> You will HAVE to have your own real domain name to take advantage of some of these marketing ideas. Please see my article on How To Choose A Fabulous Domain Name, it is on this advertising site. Domains are only about \$10 a year, and you'll see that a lot more people will click on your link if it's a curiosity-raising domain name, rather than your long affiliate link. These are very good places to register domains, I use all of these for my domains.

<http://godaddy.com>

<http://moniker.com>

<http://whois.com> -- they often have special sales on certain domain extensions

<http://register4less.com> -- when you buy your domain from them it's an extra \$5, but for that you get free hosting for your site, if you want to make a separate landing page or something for yourself.

OFFLINE ADVERTISING

NEWSPAPERS AND MAGAZINES

I've done quite a bit of offline advertising, in newspapers and magazines. I once placed an ad in one of those start-your-own-business magazines, a 2" color display ad (\$425), and it worked so well I ended up making \$12,000 from the people who answered that ad. But it was very distinctive and different from all the masses of other ads. Most of those ads are very similar in form and color. If you want to be successful, your ad will have to stand out. When there are dozens of ads all together on a page, nobody is going to click on all of them -- they only notice the ones that stand out, the ones that are different. If you want to try magazine advertising, <http://WolfEnterprises.net> is the best place to use, they have the most options and the best prices. They will also make up your display ad for you for free, just tell them what you want to say. (Tell him you want something UNIQUE.) Go to their site and sign up for their newsletter. You'll be informed when they have sales or "remnant space", unsold ad slots that you can pick up for a song a day or two before the magazines close.

Since our program is FREE and we are not selling anything, this opens a lot of great additional marketing opportunities. Ads in places like PennySaver don't work for businesses where people have to pay to join. But I think they would be great for 360WIN ads, since people do not have to pay anything to join or play. The people who pick up those free papers usually don't have money to blow -- so they would be perfect for us. Go to some of the grocery and drug stores, dry cleaners, health food stores, etc around where you live, and pick up all the different little free papers they have. Call them to ask about advertising there, most of them have a classified or display ad section in the back, this is how they make money so they can give the papers away for free. This should be an excellent way to find people to play our games.

As far as newspapers go, there are companies that will place ads for you in all those special supplement papers that are given out free across America. Or you can try your own local papers. <http://WolfEnterprises.net> will give you the best prices for ANY type of print advertising, but you can google for others. Just think how many players a classified ad in USA TODAY would bring in!

<http://adverator.com> is another place where you can buy all kinds of local and national print advertising, as well as cool things like postcards, TV commercials, ads on busses, etc. The more places you advertise, the more people will see your ads, the more people will like them, and the more people will join. If you are interested in TV advertising, please contact affiliatesupport@360WIN.com and they will help guide you in that. The Adverator people will be glad to go over the details with you also.

BUSINESS CARDS

Corporate has a great business card design available to everybody, it's on the 360WIN Profile/Refer page. Send your details to affiliatesupport@360win.com and they will customize your business card for you for free. Then just send that template to VistaPrint or Staples, etc, and they will print them for you. Please see my notes below about putting your name or phone number on your cards.

Wow, you can do so much with business cards. But the BEST use of your time passing out cards is probably at the mall. The food court at lunchtime, especially on Fridays, is an excellent use of cards. Just throw them all over. Visit as many malls as you can. People are tired and sick of their jobs on Fridays, looking for recreation -- and more of them eat lunch out on Fridays.

If you're tight with your dry cleaner or other local places like flower shops, beauty salons and barber shops, ask them if you can leave some of your cards by the cash register. etc. IT DOESN'T HURT TO ASK, all they can say is no, right? You can put some kind of code on the back of the

cards you leave at each location, and tell them that if anybody they give a card to wins something, you will give them some of the matching bonus money you get. This tactic works very well with regular internet businesses, where store owners will happily pass out your cards if they know they will get a "finder's fee" for helping bring people into your business.

Some restaurants that have a high business clientele or special business lunches, etc will also have a business card exchange, usually near the cash register or bar. Just keep your eyes peeled for ANY opportunity to leave your cards around.

A note on business cards and flyers: Corporate will be giving us sample cards & flyers that we can just take to our local print shop. You will need a domain name if you want to use business cards -- trust me, nobody is going to type your big long complicated affiliate link into their addressbar. Also -- do NOT put your name or phone number on your cards or flyers. I'm sure you don't want people tracking you down and calling you at all hours of the day asking questions about the games, etc. And even more importantly, throwing business cards around might get you into trouble with some places. But if your card is untraceable -- no name/no phone -- they wouldn't be able to find you to give you a hard time. <smile>

BUYING TRAFFIC

You can also buy traffic (visitors) to be sent directly to your referral site. There are cheap ones, like a million visitors for \$29.95, and more expensive ones. Most of these are legitimate, but that doesn't mean they will send you good visitors. The cheap ones are probably not worth the money. There are some that are not really on the up-and-up, it is very easy to fake visitors to a site, even if you have a counter on the site. Some of them PAY or reward people to sign up -- this is called incentivized traffic -- and you'll get a ton of signups, but none of them will ever play. So that's pointless. But if you have the money, you can buy some really good traffic to be sent directly to your landing page or site, and this can work very well. Some places even have special "casino traffic" or "adult traffic" that you can select. That would work much better than choosing general "Biz Opp" or "work at home" visitors. But ALL visitors are good. If they see our site and like it, they will register.

A WARNING ABOUT FIVERR AND PLACES LIKE THAT

You can go to Fiverr and find thousands of people who will send traffic or visitors to your site for pennies. This may sound like a good deal, BUT I know a couple people who tried this. All they got were phony sign-ups -- you could tell they were phony because all the names and emails were very similar, with only one letter or number different. Most of them are always in Russia or Romania, etc -- people who (even if real people) will probably never play. It's a waste of time and money to fill up your list of referrals with bodies who don't exist or who will never play. The whole point of advertising is to get PLAYERS.

The web is full of crooks and conmen who just want to take your money, so do be careful. If you want to check out some places you are considering buying traffic from, google them and see if there are good or bad reviews. You can also check places like <http://RipOffReport.com> and <http://Scam.com> to see if there are any bad reports.

ONLINE ADVERTISING

TRAFFIC EXCHANGES

Unfortunately these do not work as well as they used to, but they are still worth using. Especially because our program is FREE, we're not selling anything. Be sure to use the word FREE in your ad. I wrote a separate article just about this method of advertising, it's on this site, please check

that out.

EMAILING

This has always been my favorite way to advertise, and I've made hundreds of thousands of dollars through emailing. But it's not as easy these days as it was a few years ago. There are a lot more restrictions now. But it can still be done if you're careful. If you are going to email, the subject line is the most important thing. If you don't grab people with a very exciting or intriguing subject line, they will not even open your email, period. People get so many emails these days, they only open the ones that look like they might really be worth it.

You can hire an emailing company to do emailing for you, there are a lot of them, just google for them. But they mail to their own lists. There is no way to know if their lists are new or old, or if they have been worn out because they've been sent so many emails, etc. The site will state that they're all fresh targeted leads, but that's often just a bunch of hype. All you can do is test with a small mailing, and see what kind of results you get. If it works, then scale it up!

There are also desktop emailers that you can buy to run yourself. The problem with these is that you have to supply your own leads, and they have to have opted in to you. You cannot just buy a list of leads and mail to them through one of these mailers. If you have your own leads that you collected from your time working on the web, you can only put them in the mailer if you can prove where you got them and when they opted in to you.

I still email, and here is how I do it. I have 3 yahoo accounts. Yahoo will let me mail out the same email 13 times before it stops sending -- then I just have to wait a couple hours, and it will let me start sending again. So I write my ad, send each email to 30 leads by BCC (blind carbon copies) at a time -- 13 times from each of my 3 accounts. Then I wait a couple hours and do it again. This is quite a few emails going out -- 39 emails with 30 BCCs in each one -- and has worked well for me. But you do have to put a message at the bottom so it won't look like you're sending out spam indiscriminately. This is the one I use for my primary business:

You are receiving this email because you visited one of my sites and opted in to receive information about making money from home. If you already have enough money and don't want to hear about the best legitimate opportunities on the web, please reply with the words Remove Me in the subject line and I will remove you right away. But if you need more money in your life, please check out the opportunities I am offering you before you unsubscribe. I will work with you and teach you how to make a great living from home, like I have been doing for the past 20 years. You can do it too!

Be sure you remove people who request it. If you mail again to someone who has requested to be removed, they can file a spam complaint against you. But even a message like this will not protect you if people start complaining that you're sending spam. So be careful. Sending spam could cost you your membership in 360WIN, please see the Affiliate Agreement for details on how to email properly without getting into any trouble. And I recommend that you only mail within the USA/Canada. The regulations for sending emails to the UK and Europe are a LOT stricter, and you can be fined a lot of money for breaking them. So far, the USA has not adopted these stricter rules, but it may be coming.

SAFELISTS

There are thousands of safelists, I've listed a few, just google for more. Most of them are 100% free to use. This is a group of people who have signed up to receive other people's emails if they can send their own in return. This sounds like a good idea, but most people just want to send their own emails and do not even look at the emails they receive from others. However, if you have a really dynamite subject line on your email, some people will open it.

Here are some solid safelists and mailers I have used -- some of them also sell other kinds of advertising and traffic.

<https://www.herculist.com/members>
<http://listjoe.com/>
<http://www.freesafelistmailer.com>
<http://guaranteedsolomails.com/index.php>
<http://email-hog.com/index.php>
<http://mistersafelist.com/index.php>
<http://traffichogadvertising.com/index.php>
<http://advertisingforsuccess.com/index.php>
<http://landmarketingmailer.com>
<http://freeadvertisingforyou.com>

FREE CLASSIFIED AD SITES

There are probably a million of these. Craigslist is the most well-known. It will be a really excellent place for us to advertise 360WIN --- but BE DAMN CAREFUL. They have all kinds of picky rules, and you can get blocked very easily. I was blocked back in 2002 for breaking one of their rules, and they still won't let me back. Maybe watch a couple current (not old) videos on YouTube about how to use Craigslist properly before you jump in.

As for the other classified ad sites, if you have a cool ad with an exciting subject line, you will have people looking at it. Most of these sites have both Free and Paid versions. If you use the Free version, you need to know that as soon as other people post on that site, their ads will go above your ad, and your ad will be pushed down. On busy sites, your ad may be pushed off the first couple pages in just a few minutes. You have to keep going back and re-posting your ad constantly, to keep it near the top. OR you can PAY to have it kept at or near the top without constantly having to re-post it. This usually only costs a couple dollars. On the sites that allow photos with your ad, it will improve your results if you have a cool photo, maybe a gaming table or a hand holding a royal flush, etc. Anything that attracts people to look at YOUR ad instead of the others will bring you greater success.

Here are some good classified ad sites, please google for more -- there are a ton of them --

<https://dailytalkadz.com/>
<https://www.classifiedads.com/>
<https://www.craigslist.org>
<https://www.classifiedsgiant.com>
<http://www.freeclassifieds.com/>
<https://www.adpost.com/>
<https://www.oodle.com/>
<https://www.freeadscity.com>
<https://www.domesticsale.com/>
<http://www.cashconnection.com/adland.htm>
<https://www.buckeyeads.com>
<https://www.global-free-classified-ads.com>
<https://www.webclassifieds.us/>
<http://epage.com/>
<http://www.adlandpro.com/>

Safelists and classified ad sites will usually have posted how many members they have. Some

people believe that a BIG safelist or BIG classified ad site, one with a lot of members, works best. But some believe that smaller safelists or ad sites with fewer members work better. More people will definitely see your ad on a larger site, but there's also a ton of other ads there competing with yours for the members' attention. On a smaller list, there are fewer members, but also fewer ads, so yours might stand out more. All you can do is test and see what works for you.

BANNERS VS TEXT ADS

Corporate will be supplying us with a whole bunch of banners in different sizes that we can use to advertise. There are sites that only show banners, hundreds of them all together. I think those might be a waste of time. Your banner would have to be absolute dynamite to stand out from the mass of other banners. And again, most people use sites like this only to advertise their OWN business, and don't even look at other people's banners.

Many traffic exchanges allow one or a couple banners at the top or bottom of each site they show, those work pretty well. All you can do is try it and see.

I have never had any luck with text ads on traffic exchanges, I mean zero. I don't think people even look at them. But I certainly have not tried all traffic exchanges, so if you want to try some different ones, give it a shot. Again, the subject line is of prime importance in text ads too. But posting a banner may be a better use of your time.

EBAY

You can sell an e-book on (for example) "how to never lose at blackjack" for 1 cent. You do not have to set up a store to do that, just sign up as a seller for free. The e-book could be your landing page.

MISCELLANEOUS IDEAS

Many businesses I've done over the years have encouraged us to advertise in different unique ways. You can buy Post-It Notes with a message printed on them -- check with your local print shop. Just carry them around and stick them wherever you go. They recommend gas pumps, ATMs, tables in patio restaurants, food courts, etc. Just be careful -- you don't want to get into trouble. Just put your domain name on them, never put your name or phone number on them.

I don't recommend placing notes or flyers on cars in parking lots --- I know some people who have gotten into big trouble doing that. But you can certainly put a billboard or sign on YOUR car and park around, people will see it.

You can rent billboards, just contact them -- sometimes they have "remnant space", unsold billboards, that you can hire for a song. Just make your message very short & sweet, you don't want to cause any accidents. A short sweet domain name is a MUST. Something that people will REMEMBER after they see it, so they can check it out when they get home. Everybody remembers those GoldenPalace billboards from a few years ago, they were brilliant, and everybody could easily remember GoldenPalace.

THINK OUTSIDE THE BOX

There are people EVERYWHERE who would love to play our free games and win cash and prizes! If you have a seniors center or community center anywhere close by, print up a nice exciting flyer and go visit there --- they have bulletin boards. If you can get a few seniors playing and having fun, they will tell ALL their friends. Grocery stores and health food stores also usually have community bulletin boards. And ANY place where retirees gather -- veteran's halls, American Legions, square dances, social clubs, mixers, Learning Annex classes, etc -- those are also

fabulous places to spread the word. Many older people are lonely and bored, and usually in need of some extra cash to supplement their pensions.

If there is organized Bingo or Bridge or Euchre in your area, that is also an excellent place to find people who would probably be interested in playing our free games and winning great prizes. Tell them that Bingo is coming soon!

If you know anybody at a military base, that will be a goldmine. Ask them about posting your flyer there. There are also newspapers at the military bases where you can place ads. There are lots of bored spouses on military bases, and since the military doesn't pay that much, they could use to make a little extra cash. Say that in your ad -- have fun and make some extra cash, all free and no-risk, etc. Here are a couple of agencies, google for more. <https://www.militarymedia.com/>
<https://refuelagency.com/militarys-news/>

And if you have a college or university anywhere within driving distance, that is also a real goldmine. Post your flyer on all the bulletin boards in the Student Unions, Bookstores and dorms. You'll have to go back regularly, because people will take them down as soon as you post them. Or you can pay some students to go around every day or two to re-post your flyers. (Anybody of any age can play, but under 21s cannot become affiliates. But don't say any of that in your flyer.) Just tell the students how they can play for free but win real cash and prizes. Get a few students involved, they will tell all their friends.

If there's a student paper, you might be able to take out an ad in there. Free advertising is great, but sometimes paying for an ad is much more effective. Here are a couple of agencies for this, google for more. <https://www.nationwideadvertising.com/new30daydail.html> http://www.hogancommunications.com/college_newspaper_ad_placement.php
https://en.wikipedia.org/wiki/List_of_college_and_university_student_newspapers_in_the_United_States

OUR ADVERTISING ROTATOR

And don't forget about our advertising rotator. Get a spot (or spots up to 5) for only \$55 USD a spot. Ask to be put into our Co-Op Ad Rotator Skype room. You'll get all the news there, including news about each new rotator campaign. Please see the article I wrote about how rotators work for full details, it's on this advertising site.

A NOTE ON LINKEDIN

LinkedIn may technically be considered social media, but it is TOTALLY different from all the others. LinkedIn has over half a billion members from all around the world, and most of them are educated businesspeople. This is a more sophisticated audience who will recognize a classy program like 360WIN ... not a bunch of kids like those who play around on most other social media. Since I got involved with LinkedIn a couple years ago, I have used it exclusively to find prospects for my primary business. I've written 4 separate articles about how to use LinkedIn, they are also on this advertising site.

Bottom Line: Advertising takes either TIME or MONEY. If you're short on funds, you can spend your spare time putting ads up on all the free places and clicking on ads on traffic exchanges while you watch TV. If you have the cash, you can place a good ad in a magazine or newspaper. That just takes a few minutes. But it is worth it either way. If you have a few good referrals who play regularly, you can make thousands a month just from the matching bonuses. And YOU might bring in the guy who will win the Million Dollar Poker tournament, and win a million dollars for yourself in the matching bonus. Wouldn't that be amazing!