

1. Make an announcement to your family, friends, colleagues, and acquaintances
2. Create viral freebies and giveaways
3. Mention freebies and giveaways on social networks (Twitter, Facebook, etc.)
4. Classified ads in newspapers and magazines
5. Print ads in local papers and magazines
6. Radio ads
7. Attend relevant trade shows and conferences
8. Local sponsorship
9. Create and distribute postcards, door hangers, business cards, flyers, etc.
10. Banner/text ads on related blogs
11. Interact at relevant forums
12. Pay Per Click Ads (Google Adwords, Bing, Facebook, etc.)
13. Write and distribute free articles
14. Email your lists
15. Contact joint venture partners
16. Recruit affiliates
17. Setup an affiliate incentive or contest
18. Create special offers for VIP affiliates or partners
19. Create a compelling email signature

20. Cross promote to existing autoresponders
21. Negotiate free (or purchase) solo mailings
22. Create and distribute free videos onto YouTube and the other video sharing sites
23. Create an “interview” script for bloggers or partners to interview you
24. Add promos to the “thank you” pages of your other products
25. Ask other related product owners if you can add promos on *their* “thank you” pages
26. Work on search engine optimization (SEO)
27. Write guest blog posts
28. Write blog comments on relevant blogs
29. Write testimonials for others mentioning your URL
30. Create a BlogTalkRadio.com show
31. Be a Podcast guest
32. Run free teleseminars
33. Answer questions on Yahoo Answers
34. Post viral PDFs on Scribd.com
35. Send press releases
36. Web and Ezine advertising