

# designasylum: Ten ways to advertise for free\*

# 10

## \*Free is in the eye of the beholder

Most of these ideas take time and effort, others a small investment in inexpensive printed materials (business cards et al), a few stamps or other small purchases.

But for the most part there are no costs involved, and if performed consistently, over time will reap real benefits.

### 1 Press Releases

Set up a fill-in-the-blanks press release form and put together a press release contact list. Send out a press release everytime you get a new client or product, take a class, win an award, speak etc. (See our web site for how to)

### 2 eMail Ad

Incorporate an ad in your email signature. Even if it is just your logo and tag line. Send your key message with email to customers, prospects, vendors . . . even friends.

### 3 Inserts

Do you place an advertising piece in every invoice, quote, or check? If you don't you're wasting a stamp.

### 4 Car Sign

Make up a fun bumper sticker or car sign (ie: Jones Law Firm Duck Patrol) or (Honorary Inmate of Designasylum) and give to customers, friends and relatives to put on their car.

### 5 Affinity Offers

Give discounts or special offer coupons to non-competing businesses to give as "gifts" to their customers. For example we know a wine cellar that supplies case price coupons to a neighboring home decor shop, who in turn gives them to *their* customers as a sign of appreciation

### 6 Fame

Get on a talk show, make a speech, or teach a class. Write a blog. Suddenly you're in demand and an expert in your field.

### 7 Sneaky Web

Leave your web site open for all to see on public computers provided by banks, brokerages, copy shops, and cyber cafes.

### 8 Referrals

Put a request for referrals with the offer of a reward on business cards, receipts, delivery forms, etc. Oh, and don't forget to personally ask clients for referrals too.

### 9 Craigs List

Free classified advertising on the internet. No kidding. You'll get a lotta responses. Some you don't want - but enough good to make it worthwhile . Check it out.

### 10 Leave Behind

"Forget" your business card or a small postcard or brochure on counters, desks, with tips, your cleaning, in taxis, anywhere you go.

## Don't Skimp on Design

*With the advent of inexpensive digital color printing, you can afford good design that will clearly define your message and provide a quality look. Invest in a timeless logo, and a standard look and feel that will give you a consistent image. With good basic design, many of your advertising materials can be inexpensively produced in small quantities, on an as-needed basis, without sacrificing professionalism or increasing reproduction costs.*

See links on our web site for info on digital printers



*Crazy 'bout good design!*