

Starting Your Own The Business

The Final Article in the Acclaimed Recession
Series

Vic Farron

The series looks the best time to start your own business, and how to succeed.

Recession- How Everybody Can Profit From It !!!!!

This is probably the most important post you have ever read. It is the final post in the popular Recession Series, and shows you how to get yourself, your company name, or brand in front of millions of people, and companies. Best of all it's approved and encouraged by all the search engines, and it's FREE. Links, content, and visitors determine where you are on page 1 of the search engines. We are going to explore the SNOWBALL affect of LINKS. Just like a snowball rolling down a mountain, the number of links keeps growing.

- If you are in business with a website, and want more links, and exposure, you can use all these methods. More links means more people can find you, and most important so can the search engines. AND IT HELPS YOUR RANKINGS.
 - If you are selling on EBAY, and want more links, and exposure, you can use all these methods. More links means more people can find you, and most important so can the search engines
 - If you are in business without a website, and want more links, and exposure, you can use all these methods.
 - If you simply want to increase your exposure on your social Facebook or Myspace, you can use all these methods.
 - If you are looking for a job, or thinking of starting a small business, you can use all these methods.
 - If you are thinking of going into business, you can use all these methods. And get your site get off to a flying start.
- The most important way people find you or your site is through links.

How Do I Start ?

You should by now have read the first 4 posts in this series, if you haven't, click on these links and read them now. [The Recession-A Great Opportunity?](#), [The Recession-What an Opportunity.](#) [The Recession-Act Now.](#) [Free viral advertising.](#)

[1] **If you have a website**, you can start by grabbing on of our links from here, you can use an image link, or an unobtrusive text link at the bottom of the page. This will be picked by all the search engines and directories, and shows up in the search engines as your company linking to ours. The search engines will also pick up and register the same link that the directories pick up. All search engines regularly scan the directories. This can bring in a lot of links, and is often overlooked by webmasters. Let us know which page you have put the link on, and we will return the favour. In case you hadn't realised, the search engines are fighting each other for as

many links as they can get hold of. Google are top dog, but several others are adopting their methodology, and grabbing as many links as possible.

[2] **Whether you have a website or not**, one very good way of getting extra links, and getting noticed is to write a REVIEW. We have been in business a long time, and started off sub-contracting from the bigger National and International courier and parcel delivery companies. So the chances are that over the years we have delivered to you, or delivered your goods. A review or testimonial doesn't have to be long. We will post reviews on our 3 main websites, and on the main sites we have with the directories. The directory sites have a high ranking score, and are an important source of links for the major search engines, Google in particular. If you have had a parcel or a package delivered, write a review and send it to:-
<mailto:vicfarron@rftexpresscouriers.co.uk>

[3] **When writing a review** you should use one of the signature lines below:-(Your name)(Your Position) your Company email (Short Description) i.e. Me, M.D. email: me@mysite.com Print Finishers to the Trade.
Any Body Hairdresser, email: anybody@hotmanil.com The High Street Hairdressers.
On some blogs your email is automatically entered, in this case end your comment as, Anybody hairdresser, The High Street Hairdressers. Use this sort of comment only occasionally.
With the above line, the search engines will pick up your name, your email address, and your type of business, each link will be picked up by thousands of search engines and directories.

If you are not in business, and wish to use this facility, use your normal email. This will benefit you with your social networking, and increase your chance of getting a job. Many Recruitment Agencies will do a search for your name on the internet, for background research, the more times it comes up the better for you.

Mail your review as an attachment using Word or similar to enable us to copy your email link correctly

[4] **BLOGS**, are one of the easiest way to get your name and company noticed, but they have to be the right sort of blogs. You will notice on our website, our blog doesn't give you the opportunity to leave a comment., to save bandwidth we host the same blog on several other sites. If you scroll down our blog, you will see links to our Associated Blogs, the first one is [RFT Express](#) This is hosted on our server and is picked up by Google who automatically insert it in our [Facebook](#) and of course register all the links. The next link down is [BT Tradespace](#) We also have a website on BT Tradespace [free website] but what is more important BT is also a high ranking directory, with virtually a direct line in to all the major search engines and directories. We get leads from BT Tradespace, but what is more important is the fact that they advertise us in all search engine searches. It's a good recommendation from a good source. I wrote a [post on BT](#) on the 2nd June 09, it is well worth the read. You will find it in the June archives on our blog. The next associated blog is [Blog Spot](#), Blog Spot is part of the Google network, and they redistribute [ping] the blog every time there is a new entry, to the top Blog Directories, and of course all the links are automatically logged, the blog is then picked up by other directories and recirculated. To gain maximum exposure, you should post a comment for each of the three blogs above. Only one comment per post, per blog. For the next post use one

of the other blogs so that after you have done three posts you are back to where you started. This way there is no chance of being penalised for spamming. The reason these blogs were set up this way is because of their association with Google. On most blogs your email is automatically entered, in this case end your comment as, Anybody hairdresser, The High Street Hairdressers. Use this sort of comment only occasionally. By rotating your comments you can carry on indefinitely using the above method. [This method cannot be used on a forum](#). The search engines consider this to be spamming.

[5] **You will notice on our site we offer free** games, free software for home and office, and free webmaster tools. You can submit to us any free games, software etc along with a short summary, and we will publish it. [free to try are not accepted, and any link containing an affiliate link, or tracker will be deposited in the recycle bin.] If you find anything when surfing for shareware or open source, as long as there is no related costs to our visitors you will get accreditation for submitting. If you are submitting using a nickname, and you want your email inserting, make sure you include the email you wish to be accredited by. Each submission will be scrutinised and the first one submitted, or the one the scrutinisers consider the best review will be published. Your link will be automatically picked up by all the search engines and directories.

[6] **You can write an article or news item and submit it to be published on our site** and in our blogs. Your article can be on virtually any subject, and must be your own work. Any references to other sources must be obvious. Check out this article to see how I have done it. A lot of the news items, and government items on this site also show other ways acknowledgement can be made to the original source. Don't forget to add your tagline with your email or web address. Articles should be sent as a word attachment, your email should also clearly state you are giving RFT Express permission to reproduce the article on our site, by email, blog, or newsletter, and permission for us to allow your article to be distributed freely on any site, conditional on the fact that your tag line is kept intact. No offensive content allowed.

[7] **Social Media & Social Network Sites. You will find on every page on our site, a bookmark and share button.** You can either click on it or hover and this will reveal links to 54 of the most influential Social Network Sites. By clicking on the button it will open links to all 54 sites, simply click on any or all links and it takes you to the log in page [if you have already joined] or the page to register. You should take advantage of all these sites to bookmark pages or make comments, and to create more links for yourself. Don't bookmark every page with all of these sites at the same time, this will be considered spamming. Book mark each article, page or website with 7 to 10 sites a day, a few days later bookmark another page or article on another 7 to 10 sites. When you have a list of 5 to 10 bookmarks, then you can bookmark one of your own pages. This should be repeated regularly. Where there is a 'follow me' use it. Remember to have 5 to 10 other bookmarks between each of the bookmarks relating to your site.

[8] The amount of work you put into the first 7 paragraphs, will directly relate to the amount of links you produce for yourself. Each link will be picked up by all the major search engines, and major directories, the minor ones will feed of the major search engines and directories. It won't take you long before the number of links with your name, and or your website is into the tens of thousands. Our site has been set up to help you in your quest for links and leads, use it. In addition we have one more tool which we can use to help you promote yourself and your site. We have several mailing lists at our disposal with a combined total of 600,000,000 opt in subscribers, Spam Free email list – Guaranteed [you read it correctly six hundred million subscribers] If you have sent us a review, we will place two or three reviews each week in our emails, newsletters or blogs, rotating them every week. Your review will appear in the list most appropriate to your profession. [If your site receives 1 million hits in a day, it will automatically create a D.O.S denial of service, and your site will close down.] For this reason your review will be split between different lists on different days. If you have emailed us stating you have placed a link on your web site, your review will show twice as many times as those who have not. Why should we do all this for free, several reasons, we gain more exposure by helping you, and once you see tens of thousands of links appearing for your site, we are confident that you also want to make sure you are using our professional courier services for deliveries in the [UK and Europe](#). You will need to use us to deliver your increased sales. RFT Express sponsor [TigerKarate.net](#) an organisation providing a sporting activity for children with disabilities. Sponsoring is one more method gaining links and credibility with the search engines. You use the link to RFT Express buttons and text links [here](#).

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