



### Free Advertising Cheat Sheet

The instructor of this course has generated many millions of dollars in revenue, purely on the back of the advertising methods below.

The tactics below are either free, or so low in cost that they could be considered free, but all require time & effort. In most cases, specialized knowledge is required to fully leverage the strategies.

This cheat sheet is not a tutorial, and is only used by the instructor to quickly identify the tactics he plans on testing for each new business venture he is involved with.

As part of your prioritization process, the Instructor highly recommends using his **Media Choice Ranker**, included in any of his advanced courses.

☐ On-Page SEO

☐ Cold Email  
(only w/safety domain)

☐ YouTube videos  
(only w/in-screen links to site)

☐ Social tribe building

☐ Google My Business

☐ Online directories

☐ Printed directories

☐ Guest blogging

☐ Publish a Book

☐ Podcasting

☐ Press Releases

☐ Website Form Cannon Blast  
(only w/safety domain)

☐ Classifieds  
(Scale with IP proxies)

☐ LinkedIn outreach  
(see Benny's '1000-leads' system)

☐ Telemarketing  
(list quality and script testing is key)

☐ Door to door

☐ Fax ads

☐ Networking

☐ Online discussions  
(authority and traffic)

☐ Public speaking  
(use one-click optin for massive list building)

☐ Other: \_\_\_\_\_