**Using TV to Drive Traffic to Your Website**

You may be looking at this and laughing. Your very thoughts may be “TV ads. Are you crazy. Do you know how expensive they are.” Well believe it or not, you can actually purchase time on TV for cheaper than you think.

Since cable TV has taken over most markets, you can actually rent a cable channel for free or at low costs. All you have to do is contact your cable provider and they will tell you what channel is free and which ones you can use for your own purposes, but that you have to pay for.

I personally see many TV shows on cable and see normal people on TV talking about their products or introducing some kind of new show ,or something. For example, not too long ago, I happened to come across this station that had people talking about the Bible. I looked up the station and found it was free for anyone to use. So I figure if people can use the station to advertise biblical topics, anyone can get on there.

Here is where TV can help you. By going on TV, you can advertise your product or service, whatever it is you are selling. All you have to do is describe what it is and provide your URL on the TV screen for all to see. This way people can write it down and go write to if after your program is over.

In some cases, people may not wait. If their computer is close by, they may just go ahead over to the computer, log in, go to your website and order your product. What happened is you end up with a sale and traffic to your site. Your visitor will remember your site and will likely come back.

When you place your URL on the TV screen, make sure to remind the producer of the show to show the URL for a few seconds. This way people will have a chance to see it. This is especially helpful if the URL is long. People will need time to write it down. You can also help by announcing it yourself while it is being shown. This way people will not only see the URL on screen, but you will also tell them the URL. So they see it and hear it at the same time. By hearing it, this reinforces on their brain your URL. It works every time.

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If you want to get more traffic to your website than what search engines can deliver, pick up a copy of my e-book “How to Drive Traffic to Your Site Quickly without Using Adwords or Search Engines.” Once you do this, you will learn the right way to drive traffic to your site without depending on search engines and can use that to make a ton of money online. Just go to <http://www.domainname.com> to learn more.