

For some of you aspiring professionals or persons who want to create a web presence but have a small or limited budget, there are a few options available to you - some of which you may consider quite surprising.

Yes, the saying is true that you get what you pay for, however today there is so much you can get without having to pay anything at all, for example

Facebook

Facebook is a [social networking](#) web site that [hundreds of millions](#) of persons around the world use. It is also free. Free to join and free to create your own online presence for potential clients to see. Yes, facebook! Within facebook you can create what is called a facebook page which in general allows you to have some of the basic functions of a web site which are:

- Have a brief write-up on your business
- Display your portfolio or highlight your services
- Display your contact information
- Provide a means of immediate contact.

You will need to have an account on facebook (a personal profile which you will keep separate to your facebook page) before creating a facebook page. Don't worry, the steps are simple and very easy to follow. Once you have created your facebook page, make sure you *like* ('liking' in facebook alerts your connected friends about the item you liked) your page and invite other persons to like your page. Doing these simple steps creates a trickle effect to your friends friends and before you know it quite possibly, hundreds of persons will know about your product/service in a relatively short time - all with you

not

having to pay anything.

[Click here to create your facebook page](#)

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WordPress

WordPress is a [blogging](#) management system that has evolved somewhat to a [content management system](#)

allowing persons to create blogs and have them displayed in a manner similar to that of web sites. One of the things that the makers of this system did was create somewhat of a portal/marketplace/village where persons just like you can create your very own blog (or website depending on the look and feel you use). Here is the good part, it is also free. Visit www.wordpress.com and click on the 10-step-walkthrough-guide. It is really easy.

There are lots of other options, but the two above may be the easiest. There are other ways, for example if you created a twitter account (www.twitter.com) and gave out your information to your existing clients, you would have been able to send out a notification to all of them of your updates by updating your status on twitter.

Has this helped you? Good! However, if you get stuck along the way, feel free to give us a call - we are more than happy to assist.