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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

10 Seldom Used Freebies That Can Increase Your Traffic And Sales!

By Larry Dotson

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1. Checklists—Create a list of things to check for a particular process related to your business's topic.
Ex: a checklist for creating a web site.
2. Templates—Design a template that will make a certain action easier for your target audience. Ex: a template for writing a resume.
3. Text Workbook—Publish a text format ebook so your audience can learn and practice a certain skill.
Ex: a text workbook for writing ad headlines.
4. Transcripts—Create an ebook of text transcripts of a related live event. It can be a seminar, speech, class, interview, etc.
5. Dictionary Of Terms—Publish a web directory or ebook dictionary of terms relating to your specific business industry or subject.
6. Advice Service—Offer a live chat room were you or your employees can give your visitors and customers advice on your business topic.
7. Human Research—Offer a free service were you will search for sites or information your visitors or customers can't seem to find online.

8. Plans—Create ready-made plans for a particular project your target audience wants to accomplish. It could be marketing plans, landscape plans, etc.

9. Forms—Offer printable, ready-made forms your visitors or customers would use regularly. It could be legal forms, organizational forms, etc.

10. E-mail Reports—Publish quarterly e-mail reports that contains new research discoveries, surveys, and statistics about your related industry.

8 Ways To Increase The Perceived Value Of Your

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Almost everyone is giving away a freebie so they can attract people to their web site. They are giving away free e-zines, ebooks, services, etc. What's happening to all this free stuff? It's losing its perceived value. Every time you surf the internet or check your e-mail you see at least 20 to 50 freebies offers.

Don't get me wrong freebies do increase traffic, but not like they did when the internet was new. The key is to increase the perceived value of your freebies so they will be more attractive to your audience. How do you do this? Well, here are eight ways:

1. You could tell them what the freebie is worth with a dollar amount. For example, "Subscribe to my free e-zine! A \$199 value!"
2. You could add other freebies to your freebie that will increase the value. For example, "Subscribe to my free e-zine and get free access to our "subscribers only" private web site!"
3. You could tell them the freebie is only available for a limited time. For example, " Download our free ebook, this free offer will only be available until May 30, 2000."

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4. You could tell them the freebie is only available to a limited number of people. For example, " Our free software will only be available for the next 100 people that download it."

5. You could give more details about the freebie. List the benefits, features, what problems the freebie will solve, etc.

6. You could describe your freebie to sound more attractive. For example, instead of "free report" you could say "free never released top secret document"

7. You could list testimonials for your freebie. Most

businesses don't give testimonials for their freebies. This would defiantly increase your freebies value.

8. You could tell people how many people have already receive your freebie. For example, "15,000 people have already subscribed to my free e-zine! Can they all be wrong?"

These are only a few ways you can add value to your freebies. You could be creative and think up some other ways to increase the perceived value of your freebies. Also test each idea to see which one draws the most traffic to your web site.

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