

\$1000 in Free Bonuses

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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!

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By Brahim Hadi

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"Buy Product X - receive \$1000 in FREE Bonuses!" Most of the advertisement in the Internet seems to work on this basis. Buy something - get lots of bonuses with high value. Or at least you let the potential buyer feel like that. Does it work? Sure - it wouldn't be used if it didn't. But for whom? Not for me.

Free is the secret weapon of advertisement. Offer something free and get people interested. Ok, works well and is good - but you should be careful how to use it. Don't over do it! I have seen many pages which over do this BIG TIME. Click! Next site. I'm serious. Maybe it works for the American market but not everywhere. If you are satisfied reaching only the American consumer (and maybe not even all of them..) and missing out on all the others (which thanks to Internet ARE at your reach easily), that's your choice. But then you are ignoring millions of potential customers. Why not try to reach them too? You can't please everyone, but with simple adjustments you might just reach more people - and make more sales.

It's said that the master marketer can step into the shoes of the potential buyer. You can imagine how they feel and think when they reach your page. Well, the game gets tougher here - there are cultural dimensions in marketing. Most marketing guides and tips that I have read concentrate ONLY on one type of marketing. And that's offering free this and that - more extra bonuses, more and more. You should know that it doesn't work for all. Do it well, don't over do it - then you succeed. Find balance. This way you won't be pushing away half of the world. It's well worth studying the basics of different business cultures - the do's and don't 's of them. And then find a way in the middle. Offering free bonuses is one example - it seems like an excellent marketing tool (and it is, if used correctly) but it can turn against you.

A big long list of free bonuses makes some people feel that you are trying to cheat them. How, you may ask? Maybe the product you offer isn't as good as you claim. Maybe it isn't worth the money you ask for it. Maybe the bonuses are only a cover-up and your way to get the price higher (and you make

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the potential customer think that they are free..). Ask yourself.. are they? Is the product enough good to sell on its own? If not - maybe it's better to get some better product! Bonuses should only be bonuses - not a trick. They should make the customer feel that you are offering the quality - not just something extra. This way you'll end up having more customers.

Free is a powerful marketing tool. But you should know how to use it that you'll reach more people. You should be honest. Making something look more valuable than it is can be a big turn-off for many. Offer bonuses but don't make them superior to you product (or the affiliate product). Don't underestimate your potential customer.

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Are We Diluting Our Own Profits...

By John Evans

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"Are We Diluting Our Own Profits...
With Too Many 'Bonuses'?"
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When we offer something for sale, it's a great incentive to give a bonus to the purchaser. It makes buyers feel good about buying from us, and it makes us feel good that we have given something of real value.

When ebooks started coming out, many were free, while others had to be purchased. They all, of course, are (usually) valuable in their content, and also valuable to the author. Why to the author? Simply because the ebook carried the author's messages, or links, which is the main reason for an ebook in the first place.

But somewhere along the line, the whole idea of bonuses seems to have gotten out of hand. How? Follow this scenario:

Marketer #1 writes an ebook, selling it for \$17.95.
As a bonus for ordering, you also receive 2 more ebooks, free if charge.

Not bad, so far.

But then, along comes Marketer #2, who buys from #1, and ADDS 3 more bonuses to the ebook offer. Now we can receive 5 bonuses for our \$17.95 purchase. Marketer #3 now buys the package from #2, adds yet another 5 bonuses, for a total of 10 bonuses. And on, and on, and on.

I've seen packages out there that are giving 15 and 20 bonuses with your purchase.

Then, of course, some of those original \$17.95 ebooks are finding their way into these 'packages.' The very same ebooks that many of us are still trying to sell.

How many of those \$17.95 ebooks have you seen "on sale"

for \$1.00? Or given away free? Plus umpteen bonuses?

To me, that's really diluting the profits of everyone trying to sell ebooks. There's always someone willing to 'give away the store', in an effort to knock out the competition.

There are some ebook authors out there, though, that seem to have the right idea. When their ebook is purchased, there is a stipulation that the ebook CANNOT BE GIVEN AWAY, OR RE-PACKAGED. And it must be sold for (between 2 price ranges).

But, even then, I've seen these very same ebooks being GIVEN, and RE-PACKAGED against the author's wishes. And this, as I see it, violates the author's copyright.

Bonuses are great instruments if used correctly.

But ARE we?

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