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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!

20 Ways To Increase Your Traffic

By Adrian Kennelly

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20 Ways To Increase Your Traffic And Sales Using Free Follow-Up Autoresponder Courses

An autoresponder course is a group of articles or information set up to be sent out separately over a set period of time by e-mail. People just e-mail your autoresponder to receive the free course and it is sent out automatically over time. You can find free follow-up autoresponders to use by typing it into any search engine. Below are twenty ways to use them to increase your traffic and sales.

1. Offer your course as a free bonus for purchasing one of your main products or services. People will buy your products quicker when you offer a bonus.
2. When you write and give away a free course you will become known as an expert. This'll gain people's trust and they will buy your main product quicker.
3. Allow others to add your free course to their own product packages. Their customers will see your ad when they purchase.
4. People love to get freebies. A free autoresponder course is perfect. They will visit your web site to get the free valuable information.
5. Allow people to receive your course for free, if they give you the e-mail addresses of 3 to 5 friends or associates that would be interested.
6. Allow other people to give away your free course. This will increase the number of people that will see your ad in the course.
7. You could trade advertising space in your course for other forms of advertising. It could be banner ads, e-zine ads, web site ads, etc.

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8. Gain new leads by having people sign up and give you their contact info before they can receive your autoresponder course.
9. Give away the autoresponder course as a free gift to your current customers as a way of letting them know you appreciate their business.
10. Give away the course to people that join your affiliate program. This will increase the number of people that sign-up.
11. Make money selling advertising space in your course. You could charge for small classified ads or sponsor ads.
12. Get free advertising by submitting your course to freebie web sites. This will increase the number of people that will see your ads in the course.
13. Make money by selling the reprint rights to those people that would like to sell the course. You could make more money by selling the master rights.
14. Hold a contest on your web site so people could win your course. You will get free advertising when you submit your contest to free contest directories.
15. You'll gain valuable referrals from people telling others about your course. Word of mouth advertising can be very effective.
16. Make money cross promoting your course with other people's products or services. This technique will double your marketing effort.
17. Increase your e-zine subscribers by giving your course to people that subscribe to your e-zine. This'll give people an incentive to subscribe.
18. Allow your affiliates to use the free course as a promotional tool for your product. Each lesson could include their affiliate link.
19. Promote other businesses affiliate programs you join with your free autoresponder course. Include a different affiliate link on each lesson.
20. Advertise a different product or service on each lesson. If you only have one, use different emotional response ads on each lesson.

Visit

8 Ways To Increase The Perceived Value Of Your

By Larry Dotson

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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."
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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