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3 Powerful Concepts That Climb Marketing Mountains

By Michael Nicholas

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You have probably heard many times how you should offer free reports. Like many of us, the idea of putting in work to give something away may have gone through you transparent. (Right in your mind's ear and out the other :>)

So, if you passed over this idea before, you are not alone. However, I am here to tell you to reconsider it and for good reason. Why? Because this is one idea that is doable from any level. And, it still works and always will.

It can get your marketing off the ground without much if any costs. It can literally be your marketing vehicle to gain exposure, build a email list and even crank in affiliate commissions along the way.

This is not just another gorilla marketing tactic for folks who can't afford to advertise. Not at all. It's way more than that. Top marketers still use free reports as a legitimate marketing tool.

Why? Because they can penetrate a valuable message almost instantly with the least amount of marketing friction.

In this article you will discover why Free, Branding and Viral are 3 powerful concepts that hold a strong place in online marketing. You can get in on it now and climb some marketing mountains – here's how.

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"Fr.ee" speaks for itself. It can cheapify or gratify depending on how you present it. There are many ways to add value to make people want what you will give them. Offer useful information to a targeted group and they'll eat it out of your hands.

"Viral Marketing" is a coined term in Internet marketing which indicates a passing from one to another – like a virus.

"Branding" is the key to viral marketing. This is a form of personalization that can be passed along from marketer to recipient. Then the recipient can also pass it along as a

marketer to his recipients, and so on.

This forms an ongoing cycle that carries with it an incentive to keep the distribution in motion. Your personalization can travel along by literally hundreds, even thousands carrying links leading back to you and the products you represent.

Sound complicated? – It's not!

So, how does this viral marketing information get into so many hands? Again, it's the incentive that everyone involved can achieve something. This propels the viral distribution. And it's all possible because of branding!

Hot Tip: Think of it this way.

How many thousands of people do you think are interested in buying a popular ebook or piece of software that you already own?

What you should do then is create a fr.ee special report teaching something useful about the product. Show them a few of it's many benefits before they buy it and they may just decide to buy it through your affiliate link.

That's the power of the 3 concepts and it works like a charm everyday on the Internet. Please don't over look this very important point.

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So, what's in branding reports for you?

Great question – let's go over it.

For example:

- * In return for joining your email list, you can use fr.ee branded reports offering them to your signups.
- * You can let others give them away adding useful content to their websites or even as an added bonus with products that you sell.
- * You make affiliate commissions when someone buys from your branded links inside the report(s).

And, even if you are branding someone else's report, there's about zero work involved and you can still benefit

as if it's your own.

By giving away fr.ee reports, you can dramatically build your email list and boost affiliate commissions. The more viral reports you use in your marketing, the more it will increase your opportunities.

So, remember to offer several Fr.ee Branded Viral Reports and let the multiplicity of the Internet work for you!

The Climbs In Our Lives

By Cheryl Perlitz

I grew up climbing mountains. Mountains are beautiful and challenging, majestic and all powerful. They also have lessons to teach us: lessons about life and how to live it.

Every mountain has a surprise around the corner, an obstacle in the path, or a storm brewing minutes away. During every climb you'll find yourself teetering on a ledge, knowing you could fall, and then rounding the bend and seeing a pristine light blue mountain lake nestled in the cradling arms of a snow capped peak. You may struggle to take one step at a time, and then be inspired by a mountain goat teetering on the ledge above you. Mountain climbing taught me how to deal with the unexpected.

But, LIFE taught me this: the hardest mountains we climb are the ones we can't see. Just when we think we have life figured out and we know where we are going, and how to get there.... something

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changes: we lose a job, a loved one, our health, a dream, a goal. There is a mountain in our way.

"Life is full of mountains to climb. The climbs are challenging and often painful. If we chose to climb, and follow our route with purpose, preparation, persistence, patience and in partnership, those mountains can become vehicles for wonderful new beginnings."

SURVIVING

At first we must try to survive ... only to survive.

Initially change is shocking. Sometimes we react with anger and sometimes denial. We feel sad, terrified, overwhelmed and out of control. We are lost in the foothills, and until we are able to become emotionally stable, this is where we need to stay as we attempt to find ourselves again. We must first find our footing so that we can move on and prepare to climb the mountain of transition.

REVIVING

Once we have our footing, we may start to make the climb to new life.

We visualize the peak, pick a route, and start to move.

Next we prepare for survival. We must be physically, emotionally, and mentally prepared. Preparation means getting ready to do our best and persist through the tough times ahead.

We must lighten the load. We are able to travel further and faster if we carry a light load.

Maintaining an adventure attitude helps us persist. Attitude is a personal choice. The adventure attitude looks at mountains as an adventure and opportunity for positive change.

We take risks, and step out of our comfort zone. Finding a new life is all about the painful stretching that leads to new things.

We take one step at a time to get there. It involves sweat and struggle, but we can travel day-by-day, hour-by-hour, step-by-step and make progress.

We handle obstacles along the way. We know we will always encounter unexpected obstacles along the path. Those challenges make us stronger and teach us many lessons. We get stronger with every obstacle we meet, greet, and defeat.

We throw the rope to others. The support and help of friends, family, and strangers we meet along the way helps us attain success.

Thriving

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As we climb to the peak, we understand the strength we have acquired through the struggle of the climb.

SOARING above the mountain of change, we find that it is our responsibility to share the lessons we have learned to help others.

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In the business world, Cheryl Perlitz is best known as the author of the popular book, "Soaring Through Setbacks – Rise above adversity – Reclaim your life" and her upcoming book "Survival Tips Handbook."

Cheryl's clients, friends and colleagues know her as a fearless mountain climber and nature lover with an insatiable spirit of adventure. She is a dynamic speaker and trainer/facilitator for Candidate University and the National Speakers Assn.

Cheryl's message to you; "TRANSFORM YOUR MOUNTAINS INTO OPPORTUNITIES FOR ADVENTURE AND POSITIVE CHANGE." You may contact Ms. Perlitz through her website at

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Walking On The Mountains – Check The Weather!
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