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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!**

**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

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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.

### **Tip To Increase Sales By Word Of Mouth Publicity With Promotional Toll Free Prepaid Phone**

#### **Card Giveaway Online**

**By Brian Hawkins**

What keeps you up at night?

It's a good question for you to ask yourself once in a while. For most eCommerce entrepreneurs one of the answers is the thought of revenue lost as potential customers abandon your web site without buying. That's 97.4% or so of your visitors, according to the accepted industry average conversion rate. Are you confident that your site converts visitors into customers at the best rate possible? If so, you're probably getting a better night's sleep than most.

If not, you're probably tossing and turning, thinking about ways to increase web site sales. You might think you have already tried every little conversion rate optimization tip or trick. Do you have a strong "Call to Action" benefit? Have you ever tested different messaging with tools such as split A/B landing

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page optimization? The web is always changing. Unless you are sure that there is no room for improvement, its clearly time to consider how you can take your website to the next level to increase online sales with a value added promotional benefit.

### 1. Bait your prospects with the right cheese.

Online shoppers are more sophisticated today. You should assume that your prospects will evaluate three to four competitors before deciding to purchase. You need to stand out and provide the right bait to get your prospects to stop and buy at your site, rather than move on to a competitor.. In some cases, merchants need to find a special kind of cheese that will get the mouse to click on certain shipping options or up-sells. Getting creative in what bait you use is what will increase conversion rates if you know what type of cheese will make that mouse click.

### 2. Create a value-added offer.

Sometimes you need to go beyond your product line to find a potential partner that could benefit from a cross promotion. Some gift items can be presented as bonus offerings that would bring a high perceived added value, such as. Free prepaid phone card giveaway with a volume discount. Such an item could even be co-branded as a special value-added thank you gift.

### 3. Offer free gifts that creates buzz with word of mouth publicity

Think of a gift or promotional item that prospects will keep on them at all times such as inside their purse or wallet. Giving this item away is what creates the word of mouth publicity buzz for increased "buzz", brand awareness, and ultimately more Internet sales. The example of a free co-branded phone card giveaway is a great way to get your customers to carry your brand at all times and increase repeat orders and referrals. Gifts like free prepaid phone cards are especially effective because they are designed for repeated use. As a result, the customer will be exposed to your brand for the seven plus times experts say are necessary before a prospect is ready to convert to a sale or reorder. It's also likely to more than carry its weight in word of mouth publicity for referrals.

### 5. Create a personalized benefit

Always look for ways to personalize your offer. Instead of "we" or "I". talk to the customer individually as "you". Make your prospects feel special, elite and make it personal in any way possible when giving away a value added benefit. Personalize your gift when possible and find a partner with whom you could cross promote a co-branded personalized items.

### 6. Give away a high perceived value item:

Offering something for FREE is always nice. But the word "free" can carry negative connotations. You always want to keep the perceived value of any gift or offer high.

Example:

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Get a free prepaid phone card online with your order today

Vs.

Receive a complimentary prepaid phone card worth more than 1 hour of free calling to the U.S. and many other countries as a personal thank you gift for your order today.

Grab your prospects today, and give them an incentive to buy on your site. Now its time for you to find your special "cheese" that will get your prospect's mouse to click on your personalized high perceived-value benefit.

Brian Hawkins has worked for two leading SEM/SEO Internet marketing agencies. Currently Mr. Hawkins manages Pingo's Prepaid Phone Card Affiliate Program

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