

Are You Giving It All Away?

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By John Colanzi

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There must be something I'm missing. I'll buy a product, begin promoting and the sales start flooding in.

A few days later I find out someone else is giving it away. I must be dense, because I can't understand the advantage of giving away a product that can produce \$200 to \$300 a day.

That's without placing any ads. Imagine if I had time to promote it!

They must know something I don't. Maybe they have some big back end offer that will make up for losing a few hundred dollars a day.

I really doubt it.

When I look around I notice one thing. The marketers making the "real money", give away a free lead generator, but they don't give away the store in hopes of some future profit.

They don't make the money they make, by being perceived as a bargain basement. They'll sell more products at \$100 and up, then other marketers can give away.

Why is that?

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They are attracting customers that are interested in premium products. They are aiming their efforts at attracting customers with money to spend.

That's why they can travel to the seminars in the Bahamas. They are here to stay.

Web sites come and go, but their's are up year after year.

When I started out, I gave everything away.

Guess what?

If I kept marketing like that, I'd have folded my tent and drifted into the sunset long ago.

Don't box yourself in. You'll find it hard to get out.

If you think that the real way to make money on the internet is to give everything away, you're in for a rude awakening.

You'll wake up one morning and wonder if anyone is really making any money online. They are, but they don't operate from a "poverty consciousness."

They operate from a mind magnetized with thoughts of abundance.

They know their time is valuable and they expect to be rewarded for their efforts.

They have a "wealthy mindset."

They know the clock never stops, and every minute of their lives is valuable.

Don't sell yourself short. You're time is valuable and you won't make money if you don't sell anything.

Decide whether you're in business to make money, or you're content to be "Discount Donny."

But be forewarned, once you've become "Discount Donny," it will be hard to change.

Wishing You Success,
John Colanzi
<http://www.internet-profits4u.com>

CREATE A FREEBIE FRENZY: HOW GIVING AWAY FREE STUFF CAN MAKE YOU STAND OUT

By Meredith Pond

In order to increase sales and help your business succeed, you need to put your name in the minds of customers. You need to create a relationship with them so that the next time they need products or services like yours, you're the first one they think of. These ideas sound simple, of course, but they may be easier to talk about than to implement.

So how do you create the customer relations that everyone talks so much about? Well, there are a number of ways, including giving great customer service, offering customers a good value, and building a fun, down-to-earth, or warm and fuzzy image.

There is another way, however, to solidify your image as a customer-friendly business that you may not be thinking of. Like the other methods, it's not very difficult, but it does involve one four-letter "F" word: FREE.

Giving away free stuff, even if it's just your advice, shows people that you're willing to help them out— that you're more of a friend than someone vying for their business. Free information your customers can use, free samples of your product, or vouchers for food or travel can make great incentives that help your customers remember you.

For example, a New York Burrito near my office recently started giving away "Burrito Bucks." These green, almost dollar-sized coupons are good for one dollar off any purchase. Right now, one of these is sitting on my desk, right in front of me where I can see it. It serves as a reminder that New York Burrito is willing to give ME a freebie, and as a result, the next time I forget to pack a lunch that's exactly where I'm going to go. If NYB can get me to spend five dollars in there, giving me a buck off will have been worth it. This is especially true since I'll probably go back more than once, even without the discount.

Giving away free stuff is a great way to drum up immediate

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business, plus make a lasting impression that will bring results for a long time to come.

Meredith Pond and her team of top writers help you increase profits without working harder. See Meredith's editing services, advertising packages, and free business ideas at <http://CheapWriting.com>. Reach her at <mailto:meredith@drnunley.com> or 801-328-9006.

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