

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

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By Meredith Pond

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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.

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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 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.

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

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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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