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**FREE is the Way to Go**

**By Gena Biem**

Free is such a popular word, not just online, but in life offline as well. People love the idea of getting things for free. I admit, I am one of those people. I spend all of my spare time finding free things on and offline, and then I create free resources for others to use.

I've accumulated hundreds of ebooks and quite a bit of software. I always end up subscribed to new ezines and newsletters because I just can't control myself. If they offer a free report, ebook or software program that I don't have I have no problem signing up.

But even better than the fact that they're free, most of the free items I download are great resources. I have learned quite a bit from reading the ebooks I have. I love when I run across a great tip or trick that I was completely unaware of. The majority of what I've learned about online marketing originated from completely free information.

You should never underestimate the power of free ebooks and reports. Don't assume that just because you don't have to pay for it that it's worthless. Of course, you'll run across an ebook full of affiliate links at times, but it's worth your time to weed through the bad ones to find the ones that actually teach you something valuable.

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Gena Biem is a stay-at-home-mom who specializes in everything FREE. For more information and for links to some great free ebooks follow this link

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## **"When is Free not REALLY Free?"**

**By John Evans**

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"When is Free not REALLY Free?"

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We all like to get something for free. Whether it's free software, free advertising, free ebooks, or free coupons, they're fun to get.

But when is free REALLY free? "When there are NO strings attached!" Period. Nada. Nothing. Absolutely NONE!

For instance, every once in a while, I'll click on a free offer, which only takes me to another page, and before I can really get the "freebie", I have to first "click here" to see their sales pitch. Or "click here to qualify for your free ...."

Qualify? THAT is a string, and there should be NO strings attached, of any kind. Because if there are "qualifications", then the item JUST ISN'T FREE!

How many times has this happened to you? You receive in the mail an invitation to receive a free gift. And all you have to do is, 1. Take a tour of our new facility, or 2. Take a test drive, or 3. Listen to our 3 hour sales pitch?

Those are qualifications (strings attached).

If you have a useful offer for your visitors, and you say it's free, then MAKE it FREE! Don't make them have to 'qualify', or click here, and here, and here. Don't put any kind of barrier in front of them. Don't make them jump hurdles, or through hoops. If you do, then you're doing a disservice to your visitors. And what are visitors? They are potential customers. So treat them fair.

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Been online for several years, and enjoy writing articles.

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