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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!**

**How To Turn Freebies Into Sales**

**By Adrian Kennelly**

**How To Turn Freebies Into Sales by Adrian Kennelly**

You can increase sales and profits by offering freebies to people who buy your main product or service. They increase the over all value of your main offer and in return people feel they're getting more for less.

It's important that you have a high enough profit margin so you can afford to give them away. Some freebies can be created without a lot of expense; like electronic information products. With these type of freebies there's no shipping or physical material costs.

Below are some popular types of freebies. In the examples are some other benefits and a tips for offering freebies to your buyers.

**FREE COUPON/GIFT CERTIFICATE**

Offer potential customers a free coupon or gift certificate for a back end product or service you're selling. This will increase your chances for repeat purchases.

**FREE BOOKLET/E-BOOK**

Offer a free booklet or e-book related to your main product or service. Inform potential customers that it is a limited time offer and it will only be available before a specific date.

**FREE MEMBERS ONLY WEB SITE**

Offer a free membership into your members only web site. Tell them what it normally costs for people who don't purchase.

**FREE AUDIO CASSETTE/VIDEO**

## How To Turn Freebies Into Sales

Offer a free audio cassette or video to people who buy. Let them know this audio cassette or video can't be found anywhere else, only through this special offer.

### FREE E-MAIL COURSE

Offer a free e-mail course on a topic related to your product or service. Add your back end product ads to each e-mail course lesson.

### FREE CHAT ROOM SEMINAR/CONSULTING

Offer a free chat room seminar or consulting to give away as a freebie. You will become know as an expert on the topic by electing to do the seminar or consulting yourself.

### FREE GIFT

Offer a free gift if they buy your product or service. Giving the value of the free give will attract them to purchase your main product or service.

Visit

, with free email,

, get free content for your website,

and

## **8 Ways To Increase The Perceived Value Of Your**

**By Larry Dotson**

### **8 Ways To Increase The Perceived Value Of Your by Larry Dotson**

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 loosing it's 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:

## How To Turn Freebies Into Sales

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 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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