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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!**

**It's a Free e-World**

**By Richard Wall**

**It's a Free e-World by Richard Wall**

Read this article and I'll give you 109 Killer Reports on Internet marketing! Yes 109 FREE bonus reports just for reading this article!

Does that sound familiar?

Internet marketers have gone 'free mad'. Freebies have their rightful place in the online marketing bag of tricks: 'subscribe to my Ezine and I'll give you a free eBook' and 'order this and I'll give you a bonus product' are often used to great effect. However, many Internet marketers seem to have 'lost the plot.'

If you have a sensibly priced product with a money-back guarantee, do you really need to pack in 10 'bonus products' to sell it?

I nearly added another eBook to my library last week. My cursor was hovering on the 'Order Now' button but I decided not to click. Guess what put me off? Too expensive? No, the price was fine. Not enough freebies? No. There were too MANY freebies and by the time I got to reading about how 'Bonus #9' would change my life, I'd lost interest in the eBook I was about to buy. My state of mind had shifted from enthusiastic to suspicious.

The perceived value of the eBook I was about to buy got lower as more and more bonus products were added to the deal.

Imagine an offline retailer, who normally sells a chocolate bar for 50 cents, with a special offer: '3 bars for the price of 2.'

Or a travel agent with an offer on a vacation: 'book today and get 20% discount.' The offline marketing world is full of deals and offers – because they work. And of course, they work online too.

But what would you think if the retailer had said: 'buy this chocolate bar today for 50 cents and I'll give you 5 bonus products: a cigarette, some gum, 2 paper clips, last month's free ads newspaper and a comb'? You'd think he was out of his mind – all you wanted was a chocolate bar.

On the Internet – at least at the home-based entrepreneur end of

the market – an unwritten law seems to have crept in which says that to get the sale you need to bundle in lots of free products.

It's a fine line between adding value to your products and DEVALUING them. I'm selling my own eBook for \$15 and yes, I throw in a free eBook as a bonus. But there's only one AND it's complementary to the eBook I'm selling, not just complimentary. The free eBook is a useful and relevant bonus. If I was to load up the offer with 5 other bonus products, it would make the whole deal cluttered and unnecessarily 'generous'. I would get fewer sales.

Until very recently I also included the sales pitch 'buy my eBook for \$15 TODAY and I'll throw in a free eBook.' I've taken out the word 'TODAY' because I don't have any plans to withdraw the free bonus tomorrow (or the day after for that matter.) If you DO have a real price rise around the corner or a genuine limited period offer, that's fine. However, many of the Internet marketing offers I see include something like 'order by this Friday, 19 January.' and when I see the same ad the following month it says 'order by this Friday, 9 February.' JAVA scripts and suchlike have allowed Internet marketers to invent a new concept: a rolling 'this Friday.'

Oh, and have you seen the 'buy this eBook for \$29.95 TODAY and I'll give you a marketing course worth \$1,495 absolutely FREE' offer? Does the prospective customer really perceive the free marketing course to be worth \$1,495? I don't think so. The word 'credibility' springs to mind!

Finally, if you want the 109 bonuses I promised, I'll try and find some of the free 'Killer Reports' I've acquired over the

past few months. Now, let me see, which folder did I save them in...?

## **The Power of FREE**

**By Kristy A. Taylor**

The Power of FREE by Kristy A. Taylor

Every single day thousands of people from around the world are logging on to the Net for the very first time. Every single day thousands of people from around the world are attempting to factualize their dream of running an Internet business from home. And every single day, these same thousand people are searching the Net for that ultimate product or service that will BE their home business.

Would you love to be the one selling these same people the products and services that they need? I'll just bet you would! But firstly you need to get these peoples' attention. You want them to visit your site but so does every other marketer out there. What you need is a lure... a bait! Surveys have shown for years that the one word that gets peoples attention is the word – sex! Yes, sex... but we're not going to use this word, (tricked you didn't I) we are going to use the second most popular word – free!

Free, free, FREE, fReE... it doesn't matter how you say it, it always means the same thing – some item of some description is going to cost you: nilch, nadda, nitch, nill, etc... You know it won't cost you anything and if it is something that you can use in your business, something that will help with some aspect of running your business, then you are more than likely going to take those few seconds to click on that link, fill in your email address, and grab your 'freebie'. You know you're going to do it if it's something that you want, so you know that others will too. A 'freebie' will go a long way towards gaining new customers. Offer them something for free that directly relates to your web site and watch your customer base grow!

Kristy A. Taylor is the publishing Editor of Digital DollarsEzine, dedicated to helping others earn their share of digitaldollars. To subscribe to this free e-zine and receive freesubscriber ads and products, send a blank e-mail to:=====> <mailto:subscribe-art@digitaldollars.biz>=====> or visit <http://www.digitaldollars.biz>



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