

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

WHY YOU NEED TO OFFER A FREE E-BOOK

By Grady Smith

WHY YOU NEED TO OFFER A FREE E-BOOK by Grady Smith

If you have a website or e-zine, here's how to explode traffic, increase signups, and multiply your profits with very little work.

Hard to believe, right? But let me prove it:

I created my e-book about a week ago. Since I introduced it to the masses I've watched my traffic explode, profits come pouring in, and the rate subscribers sign up for my newsletter has tripled.

With a free e-book, you're going to see many benefits to giving it away for free.

First, I let people know I'm giving away a free e-book in all my classifieds and articles. People love to get free stuff, so they come to my site to grab the goods. This has created a surge in traffic to my site.

Second, it's targeted traffic coming to my website because the title of my e-book is "Secrets of Hard-Hitting Copywriting"! People that come to my site to get their free book are interested in learning how to write better copy. Then, my site revolves around how they can have better copy for their website.

WHY YOU NEED TO OFFER A FREE E-BOOK

Third, my sign up rate for my free newsletter has increased because people have more motivation to sign up. They're getting two things for free with their subscription. Not only a newsletter, but an e-book too.

And fourth, I allow people to give my book away for free. So now they're out there giving my book away that's set up with links to my site. Again, this is creating a surge in traffic to my site.

I really want you to understand the power here:

Let's say you're bringing in 30 people a day to your website. I know these are low numbers. But I want you to understand the power here.

Now, by introducing a free e-book, it would be easy to bring in 100 or more a day, instead of the 30 you're used to. This is because they're getting something for free so more people will come.

So, you have 100 people a day. And you have an e-zine that you offer. With the free e-book you're offering to subscribers let's assume you get 70 people signed up each day for your newsletter.

Then, out of those 70 people, let's assume that 20 decide to give your e-book away that's loaded with links to your website. Each of those 20 people gives the e-book away to 70 people too. So, within a very short period your website address is in front of 1,400 people. And that's off one day's work.

Just think about the kind of traffic you can be getting within a week? Or a month? The results of this are staggering. In fact, the first week I introduced this little gem I brought in over \$1,000 in business. Pretty incredible, right? And it's just getting started.

Bottom line, you need to offer a free e-book. Get to work today and create your masterpiece. You'll reap the rewards for years off a job that only

takes days.

WHY YOU'RE BETTER OFF CREATING A FREE E-MAIL WORKSHOP THAN A FREE E-BOOK

By Shery Ma Belle Arrieta

Today, free e-books are a dime a dozen.

Too many people are creating free e-books that tell you the same thing. Worse, most of them are trying to sell you something or are just trying to make you click on their affiliate links so they can make money off you.

Most free e-books contain articles you've seen dozens of times on other web sites or on popular article announcement lists.

And unless an e-book has something very unique and valuable to offer, it will be no different from the thousands of free e-books already available for download.

In a way, the novelty of free e-books has worn off.

More than year ago, I was creating one free e-book after another. They were great giveaways and they did drive traffic to my sites.

But that was a time when free e-books were not yet heavily used as viral marketing tools.

Sure, there were already hundreds of free e-books in circulation back then. However, take a look at the many e-zines and web sites today. What's the most common thing they offer?

A free e-book.

Creating and offering free e-books is now too common.

Many will still continue to create free e-books, but most of these e-books won't have an edge anymore.

So, while everyone else is creating free e-books left and right, take a different approach.

WHY YOU NEED TO OFFER A FREE E-BOOK

Create a free e-mail workshop, and let it distinguish your

business, e-zine or web site from the rest.

What's an e-mail workshop? It's a type of e-learning method. Instead of encompassing a wide area of study or learning, it is focused on a specific skill, and is aimed for a specific group of people.

Consider the advantages of creating an e-mail workshop instead of an e-book to promote yourself, your business, your e-zine or your site:

- You don't need an e-book compiler in order to share information or knowledge with others.
- You don't need to buy the expensive Adobe Acrobat program to create e-mail workshops.
- Your target audience won't need to have certain programs installed in their computers before they can read your e-book (e.g. Acrobat Reader, MS Reader, IE 4.0 or higher for browser-dependent e-books). Present your information in e-mail workshop format – best if in plain text – and you're guaranteed they'd be able to read it straight from their e-mail clients.
- You don't need to set aside precious megabytes on your site to store your e-book.
- You don't need to worry about the amount of bandwidth that will be used up each time someone downloads your free e-book from your site.
- With an e-mail workshop, you'll be able to really track the people who took it. What does it matter if your tracker says 1,000 people downloaded your free e-book but you don't have a way to contact them? (And you won't ever know if they took up one of your paid offers in the future.) You only have numbers with free e-books. But what you really need are concrete leads – e-mail addresses – so you can spend most of your marketing efforts on people who are in your niche.

Create a free e-mail workshop instead of a free e-book and you'll have something people will refer back to again and

WHY YOU NEED TO OFFER A FREE E-BOOK

again. They'll only need to open their e-mail clients and click on your message.

And this is why you're better off creating a free e-mail workshop than a free e-book!

Shery is the author of "How to Create and Profit from Your Own E-mail Workshops in 3 Day or Less!" It's the ONLY e-book that spills *everything* you need to know about creating and profiting from just one e-mail workshop --- painlessly and quickly! Visit <http://EmailWorkshopsHowTo.com> today for more information!

WHY YOU'RE BETTER OFF CREATING A FREE E-MAIL WORKSHOP THAN A FREE E-BOOK

Free E-Book Marketing: Destroying The Myths

How To Turn Freebies Into Sales

Who Should Offer an Ezine?

7 WAYS YOU CAN PROFIT FROM A FREE E-MAIL WORKSHOP

The Great Big Book of Internet Marketing

Vegetarian Recipe Book

The Big Book Of Cookie Recipes

Dream Psychology

Super Six PHP Scripts



WHY YOU NEED TO OFFER A FREE E-BOOK

This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!