

How To Give Away Free Stuff That Will Instantly Increase Your Web Site Traffic

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5 Sure-Fire Ways To Attract New Customers Now

1. Give Away An Electronic Information Product

The product could be a simple report posted on your Web site or autoresponder to a downloadable e-book. The information product should relate to your target audience. Just place your advertisement somewhere on the product. Allow other people to give away the information product to attract even more customers.

2. Offer Free Consulting Via E-mail

Allow potential customers to ask you specific questions relating to the subject of your business. Giving away free advice can show your prospects your expertise and give you instant credibility. Another benefit is when you e-mail them back the free advice or information include your signature file to get free advertising.

3. Hold A Free Chat Room Seminar

People go to seminars to learn about a particular subject. With chat rooms you don't need to fear public speaking or spend money to rent out a seminar room. You can use your own chat room or hold the seminar in someone else's. Holding a chat room seminar is an incredible way to get free publicity. Just send a press release to the media announcing your free seminar.

4. Start A Free-To-Join Club

Having people join your club is a creative way to attract new customers. People want to belong to something, why not your online club. The club should be related to your product or service. You could give away a free e-mail newsletter for club members only. Have a members only message board, e-mail discussion group or chat room. Post your advertisements on all the club information.

5. Provide Your Product Or Service For Almost Free

Tell potential customers you'll accept barter deals for your products or services. You may not be getting money but they will become your customers. If they are satisfied they might pay money the next time they make a purchase. Barter for things to improve your business or your own personal life.

How To Turn Freebies Into Sales

You can increase sales and profits by offering freebies to people who buy your main product or service. They increase the overall 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

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.

18 Reasons To Write An E-book And Then Give It Away For FREE!

1. People will visit your web site to get the free valuable information.

2. Advertise your products or services in the e-book.
3. You will become known as an expert on the subject of the e-book.
4. Offer the e-book as a free bonus for purchasing one of your products or services.
5. Allow other people give away the e-book to increase visitors to your web site.
6. Gain new leads by having people sign up and give their contact information before they can download your e-book.
7. The word "FREE" is the most appealing word on the internet.
8. Conduct market research asking people to fill out a survey before getting the e-book.
9. Make money selling advertising space in the e-book.
10. Give away the e-book as a special gift to your current customers letting them know you appreciate their business.
11. Gain free advertising by submitting the e-book on freebie sites.
12. Make money selling the reprint rights to people who would like to sell the e-book.
13. You'll gain valuable referrals from people telling others about your e-book.
14. Make money cross promoting the e-book as a free bonus with other people's products or services.
15. Gain free publicity sending press releases announcing your "Free E-book Giveaway."
16. Increase subscribers to your e-zine by giving away the e-book as an incentive to subscribe.
17. Give away the e-book to people that join your affiliate program.
18. The biggest reason you should write an e-book and then give it away for free: you'll feel good helping people improve their lives.

How To Draw Visitors To Your Web Site By Holding An Online Contest Or Sweepstakes

Holding a contest or sweepstakes can draw a lot of traffic

to your Web site. You can announce your site to hundreds of Web sites that list free contests and sweepstakes. Send out a press releases about your contest or sweepstakes. Ask entrants to your contest or sweepstakes if they would accept offers from your business in the future by e-mail.

The prizes should be something your target audience would need or want. Try to be as original as possible with the prizes you are offering. Always offer more than one prize, a grand prize and runner-up prizes. Use your products or services to give away as prizes. Make sure your prizes have some value, nothing cheap. Give enough information about all the prizes, so people will be interested in entering.

Make it easy for people to enter your contest or sweepstakes. I feel the easiest ways online are from an entry form on your Web site or by e-mail. Capture as much info. as you can when they enter your contest or sweepstakes like:

- Company Name
- First/Last Name
- Street Address
- City, State, Zip
- Day/Evening Phone Number
- E-mail Address
- Web Site Address
- Purchasing History
- Survey Questions

Give your contest or sweepstakes a professional look and feel. Provide an "Official Rules" Web page for your contest or sweepstakes. Include a time period of how long your contest or sweepstakes will be held. Tell visitors how you will deliver the prizes. Include pictures of the prizes on your site. Tell visitors who will judge your contest. Check out other contests and sweepstakes Web sites to get more ideas.

Multiply Your Links!

I feel the most effective way to get people to link to your web site is by offering web masters the option of giving away your free stuff. In exchange, they link to your web site. Why would other web masters want to do this? They may want give away a freebie to draw traffic to their web site. They also may not have the time, knowledge or skills to give away certain types of electronic freebies from their web site.

Your links will just keep multiplying. When a web master

offers your freebie to his or her visitors. Those visitors may decide to also give away your freebie. And so on and so on... The more people that link to your web site the more traffic you'll get. Below are four of the most popular types of freebies given away on the internet to increase traffic.

Free Software

Offer free software from your web site. The software could be freeware, shareware or demos.

Free Online Services

Offer a free online service from your web site. The online service could be an e-mail account, search engine submission or e-mail consulting, etc.

Free Information

Offer valuable free information from your web site. The information could be a report, article, e-book, online audio recording or e-mail course, etc.

Free Affiliate Program

Offer a free affiliate program from your web site. The affiliate program could be pay per sale, click through, two tiered, etc.

Now, I know, there are many other ways way to get links like trading or exchanging links with other web sites or joining a banner exchange. You can also do joint ventures or cross promoting. I feel these are not as effective as multiplying your links. I hope this article can help you to increase traffic to your web site.

The End