

How to **PROFIT** from **FREEBIES**



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Welcome

Taking Advantage of Your Resources

Internet marketing is a dream life for many people around the world. It can provide you with the ability to work when you want, spend your days building a business around a topic you enjoy — and there is no limit to the money you can make.

In fact, as an internet marketer you may spend a great deal of your time planning various ways to boost your profits. One of the best ways to increase your profits is to take advantage of the resources you have, and you have many of them....

- You of course have your skills and knowledge – your strengths.
- You have the various technologies that make running an internet business significantly easier. These are things like your invoicing software, your article management system, your autoresponder and so on.
- You also have time management tools like your organizer and calendar.
- You have friends, family, business partners, and associates who help you manage your life and your business.
- And you have the wealth of resources available online. We're talking about education resources, social networking resources, and all of the information available to you for free and for pay to help you build and grow your business.
- Finally, you also have the information products and content you've already created.

All of these resources can be used optimally to help you build your business and grow your profits. The last two on that list can help you create freebies – lead generation giveaways – to boost your profits and grow your business.

This report is dedicated to helping you maximize freebies for ultimate profit. Freebies you've already created and freebies you can find online.

Over the next few pages we'll cover:

- What freebies are and why they work
- The benefits of using freebies
- 5 key ways to profit from freebies including ideas you can put into action
- We'll also look at how to create freebies so you can make the most of your time, money and efforts!

Let's get started!

Wishing you all the best for your success,

Marty

Marty Marsh



What are Freebies?

Freebies are things that marketers give away in exchange for a subscriber's contact information. They are a dynamic lead generation tool. *You're reading one right now!*

As a consumer, you're likely familiar with – and perhaps even a connoisseur of – freebies. Offline freebie marketing has a long standing history.

You may not be old enough to remember, but the freebie started with the Gillette Razor Company, and was known as the "Razor and Blades Business Model." The freebie marketing model was — and is — the concept of either giving away a salable item for nothing or charging an extremely low price to generate a continual market for another, generally disposable, item. Gillette gave away the razor handle and then sold the razor blades for it.

Ever noticed how cheap it is to buy a desktop printer for your computer and how much money you then spend on ink?

A Freebie is the bag of cat treats that come in your box of kitty litter. It's the tube of lotion you get when you buy the bath soap. It's the free hair bands you get when you purchase the brush. It's the lipstick you receive when you provide your email address to the makeup company.

Freebie marketing is the free downloadable reports or courses you receive when you visit a website and sign up for their mailing list or sign up for a free membership of some kind. It's the five day free trial for the computer virus protection or document management program and that you pay for if you want to keep using.

It's the "Free" tax software you get to motivate you to file your taxes through the service — and then pay the fee to get access to taxes for filing.

Once simply a marketing device, **FREE** has emerged as a full-fledged economy. Consumers are not just looking for free, they've come to expect it!

Think about the following:

- Google offers free searches and business listings, they also offer free email and an office suite of software products
- YouTube, Hulu, and even major networks offer free video and programming
- Craigslist offers free classified advertisements
- Match.com offers free dating connections
- Zappos offers free shipping
- Facebook and Twitter offer free networking
- The New York Times offers (some) free content if you read their articles online
- Membership sites offer free memberships

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And many sites offer free content: Reports, eBooks, videos, blog posts, blueprints, you name it, you can find information on it online.

So how do Freebies make money?

Many of these businesses make money with advertising. They use the free content to draw lots of visitors and sell ad space at a premium. However, in this report we'll show you many other ways you can use 'Freebies' to make a profit.

Why Do Freebies Work So Well?

Who doesn't want to get more for their money and who doesn't want to get something for free? We all do, particularly if the freebie has real value.

Imagine you're in the market for a new pair of running shoes and one brand is offering a free pair of running socks, shorts, or a t-shirt when you buy their shoes. You'd be more inclined to at least *try* that brand on your feet right? Many people would simply make the choice to buy based on that freebie offer. Even if the shoes turn out to be a bit more expensive than others.

Imagine you're seeking information on running. Maybe you want to run a marathon and you're looking for information on how to train appropriately. When conducting your research you come across a free eBook at a personal training website on how to run a marathon safely. You download it, it's full of valuable information, so you go back to the website to purchase their health products or training services instead of going somewhere else.

Freebies work because most people are willing to sign up for them. They are your foot in the door. They also work because they add value to a potential purchase – like the free pair of running socks with a shoe purchase mentioned before.

Benefits of Freebies

Freebies offer marketers and business owners a number of benefits. They can:

- Increase awareness of your business or brand
- Strengthen your brand and give you credibility
- Increase traffic to your site
- Build your mailing list
- And, of course, generate profits

Let's move on and take a look at how you can reap these benefits. Let's take a look at how you can **profit** from freebies.

5 Ways to Profit from Freebies

Bonuses – Motivation to Buy

A bonus is something given or paid in addition to what is usual or expected. It's extra. And we love bonuses because they make us feel as if we're getting more for our money. As a marketer you can use bonuses to motivate a purchase.

As a marketer and a consumer, you're likely familiar with bonuses. At the supermarket, bonuses are the "buy one get one free" type promotions. They're also the free bottles of lotion strapped to the large bottles of soap.

They are essentially a tool to motivate you to buy now. You can accomplish the same thing when you're marketing and selling to *your* prospects and customers, too.

Bonuses can come in many shapes and forms. You likely have something sitting on your computer right now that you could offer as a bonus to something else you are selling.

For example, a collection of your 100 best tips can be pulled together into a bonus report. People love tips. You could also pull together a dozen or so of your best blog posts and turn them into a bonus or freebie.

You could call up an associate — an expert in a related field (but not a competitor) — and record an interview with them. Have the interview transcribed and, voila – you've got a freebie bonus.

You might consider purchasing PLR (Private Label Rights) and use that as bonuses, too. Or you can partner with another relevant business and use their giveaway as a freebie bonus. However, this calls for a word of caution: If you are using your Freebie to assert yourself as the go-to expert in your field, you never want to be promoting someone else's stuff. Say you're a parent coach and your friend, who is also a parent coach, allows you to use their freebie as yours. Who will the client call when they need a parent coach? (Hint: it won't be you.)

The Potential for Profit with a Bonus

How many times have you bought a product simply because you wanted the bonus items being offered? Yeah? Me, too. So you can see for yourself that this strategy really works. So if you want to really amplify the value of your own product, you can add several bonuses to your sales page to motivate a purchase.

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Here are a few examples of how you can use bonuses to profit:

- Sell an ebook and give away an expert interview with a transcription of the interview as a bonus
- Sell a DVD course and give away an ebook workbook as a freebie bonus.
- Sell coaching or consulting services and give away a freebie report with first session.

Bonuses work for any business model and any type of product or service. The goal is to find freebie bonuses to give away that will motivate a purchase. If you give away a book on running but you're selling a writing course, then the two don't mesh. The bonus has to be relevant to what you're offering and have enough perceived value to be enticing to your potential buyer.

Not long ago I was researching VA Training Programs for one of my coaching clients and I came across a site that was offering VA Training, but the bonus for signing up for their list was an ebook about learning Photoshop. Now I'm sure many VA's might need some Photoshop training, but this is not something that a new, wannabe VA would necessarily find useful at that stage of searching for VA training.

A better bonus would have been directly related to the site visitor such as a special report titled, "How to Earn a 6-Figure Income as a VA Working 4 Hours Per Day." That would have far more relevance to someone seeking VA training than a guide to Photoshop would, don't you think?

Maximize your bonus!

To up the profit potential of your freebie, you could include promotions for other products that you offer or include links to various appropriate affiliate products you promote. This will help you use your bonus products to their maximum capacity.

Partnerships – Increased Awareness

A partnership is an agreement between two people that ideally benefits both those people, or their businesses. Partnerships are great for creating and using freebies to profit. In internet marketing — and certainly to profit from freebies — it helps if your partner is in a relevant, but not competing, business.

For example, if you own an affiliate website on camping gear, a relevant and potentially profitable partner would be an information website on campgrounds in the United States, or perhaps in your own home state.

A florist could find a potential partner in a bridal gown boutique or a bakery. A coach could partner with a day spa. A chiropractor could partner with a massage therapist. A watercolor teacher could partner with an art supply store. Who could you potentially partner with?

The Potential for Profit with a Partnership

The potential for profit with freebies is virtually limitless when it comes to partnerships. And there are two main ways you can profit the most.

The first is to use a partner's freebie to reach your own business building or profit goals.

For example, you can partner with someone to use their freebie as a bonus to market and sell your product, to build your list, or any other number of profitable ventures we'll discuss in this report.

In exchange, your partner gets a piece of your profits, or at the bare minimum, they get really great exposure for their own business because if they're smart, they've promoted their business products and/or services in their freebie that they've allowed you to use.

You can also create giveaway products — freebies such as reports, software, courses, or even tangible products — and allow other businesses to use them to promote their business — all the while promoting yours as well. You could charge a small fee for their use, you could agree to a percentage of their sales, or you could allow the partner to use your product however they see fit as long as they don't change anything within or about the product. Of course, you'll be sure to include information in the freebie that promotes your business.

The end result is:

- An increase in awareness for your business.
- Increased traffic
- And, ultimately, increased profits.

Maximize your partnerships!

The ultimate way to maximize this freebie tactic is to forge several truly lucrative partnerships.

For example, let's say you have an affiliate website where you offer information on camping gear. You might partner with someone who has a website about the best camping locations in your state. You provide them with a freebie report on the top ten camping products for 2012 — complete with affiliate links so you get all the sales — and they provide you with a report on the top ten best campsites in the country or in your state.

This is a great value to both of your customers. You both grow your audience as well as your reach into the marketplace and you both stand to make good money on the affiliate sales. The kind of well-thought-out partnerships you make are the key to the most profits.

List Building – Email Marketing

It is often said in internet marketing circles – and, in fact, in retail and other offline businesses as well – that *the money is in the list*.

This means that your email list is worth its weight in gold! Each person on your email list is a qualified prospect – someone who has expressed an interest in receiving information from your business.

List building, therefore, is often a primary and ongoing marketing and promotion strategy. Marketers spend a lot of time, effort and money on building and marketing to their email list. It is, after all, a list of people who have expressed a genuine interest in your business products or services and have said “yes, please contact me via email with more information.”

One of the most popular tools to build an email list — a.k.a. an opt-in list — is to give something away to entice a sign up. This is the most common type of freebie in practice in Internet marketing today. (You’re reading one now!)

Top Notch Freebies have the ability to not only grow your email list, but they can also be your best “salesman” — selling you, your brand, your business and, of course, your products or services.

I’m using this freebie that you’re reading right now, to not only educate you about the many ways you can put freebies to good use in marketing your business, but also to call attention to how nice this report looks so that you can also see the potential for how nice your ebooks and reports — both the freebies, and the ones you want to sell — could look if you hired me to create one for you.

Common list building freebies include, but are certainly not limited to:

- Ebooks
- Reports
- Online courses
- Videos
- Audio interviews (with transcripts)
- Downloadable blueprints and templates



Potential for Profit with List Building Freebies

Within every list building giveaway is opportunity, including the:

- Opportunity To Strengthen Your Brand,
- Opportunity to Enhance Your Credibility as an Expert.
- Opportunity To Sell Or Promote Affiliate Products.
- Opportunity To Sell Or Promote Your Own Products Or Services.

Carefully positioned links, special promotions, and a commitment to creating top-level giveaway products will help you turn this freebie idea into a profit bonanza.

Maximize List Building!

The most effective way to really maximize using freebies to build your list is to make sure the freebie is something you're incredibly proud of, but most importantly, something that your reader — your potential client or customer — will find has great value. You want their lives to be better after they've read your freebie. Combine all of that with a few strategically placed links, and a well thought out marketing campaign to promote your freebie to attract subscribers to your opt-in list, and you have the making for a perfect profit plan.

Viral marketing – Traffic

Viral marketing is, essentially, something that gets passed from person to person — like a cold. It's viral. However, as a marketing tool, viral marketing usually entails something that can be downloaded, such as a video or a report, that gets passed on person to person over and over again.

Why would you want to use viral marketing? Because when something generates a lot of attention, you receive a lot of traffic to your website or web page. Now imagine you create a freebie report and it goes viral. Inside the report you place a link to your website. This link leads to a sales page, an opt-in page, or some additional information like a review that promotes an affiliate product.

The result?

Profits.

The key to Viral Marketing is to create something that creates a very strong reaction in your users. Your users should have such a strong emotional reaction to the content that they instinctively want to pass it on. The following types of products can go viral:

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- A free book,
- A free report,
- A free service
- A free workshop, seminar or online course.

Notice the second word in each of those listed items? **Free.**

The Potential for Profit with Viral Marketing

The potential for profit with viral marketing is huge. You can boost profits in any number of ways. Here are just a few ideas:

Give away a report that offers your prospects a huge benefit and tell them they can share the report in any manner they like — indeed, *ask* them to share it — as long as they don't make any changes to the content.

This means they can post the report on their website to offer to *their* prospects, they can email a download link to their list, they can publish it on their website, or simply share with friends and associates. The result is a tremendous amount of traffic and profits for you, particularly if you include affiliate links in your report. Your prospects then also benefit by sharing it.

You can now also embed links in video content as well, so don't think your viral tool has to be just something people can print. The key to profiting from this freebie is to be creative. You want to drive traffic to your website by making an impression. This can be done by offering value, by stirring up controversy, or by entertaining folks. It's your choice. Do what fits your topic, your brand and your target audience.

Maximize your viral marketing!

In addition to making sure your freebie is attention grabbing and something people *want* to share, there are a few things that make viral freebies much more effective — and therefore profitable, and these include:

Make sure it's easy to share. If people cannot easily link to your video, download your reports and forward your content, then they're not going to. Quick download times and easy ways to share are essential.

Create a plan. You may think that having something go viral is strictly left to chance. Not so. When planning any marketing strategy, you must ask yourself what you want to accomplish with your viral report? Follow through with strategies that support your plan. For example, if you want to sell more affiliate products, include a link in your viral video that leads prospects

to a downloadable report full of affiliate links and great information. If you want to build your opt-in list, then send prospects to your squeeze page.

Test and track your results. Find out which marketing tools generate the best results. You may find that you get very little traffic from advertising, but that your social networking traffic is fantastic. It's important to know what works. (So you can do more of it!)

Value – Community

Finally, you may have noticed that many successful internet marketers have a never ending supply of 'freebies.' We're talking about a regular supply of great downloads. Everything from free ebooks, reports, and of course, video and audio, too. They even offer free online classes. RomanceUniversity.org offers a steady stream of content and information for aspiring romance writers. It's all free.

Why do they do this? What's the value?

Well, the authors who write and teach do a good job of subtly selling their books so there are royalties in it for them. They also help establish a community of followers around their name. This provides them name recognition at the bookstore but also lends them great credibility as speakers and workshop leaders at conferences around the globe. These speaking engagements can pay well. Additionally, agents and publishers who teach classes develop relationships with writers and thus may receive their manuscripts. Good manuscripts mean good money for both agents and publishers.

But what about you? What's the value of using freebies to build a community do for you?

Potential For Profit with a community

As an internet marketer, you gain tremendous value by giving away freebies on a regular basis and by building a community around your business, website, and brand.

Websites and businesses that willingly give away great freebies on a regular basis – and we're talking about *valuable* freebies – become websites that people visit often. They not only embed their brand in the minds of their prospects, they build a relationship. And you tell me, would you rather buy a product or service from someone you have a relationship with or from a total stranger?

As internet marketing continues to grow and change, one thing seems to be standing out. People prefer to do business with other people they feel they can trust, people they like, and people who are open and involved in the online community.

Freebies help you establish yourself as a likeable, trustworthy and authentic person — and business.

And, once you've won the hearts and minds of your prospects, converting them to buyers becomes much easier.

Maximize It!

Be generous! I know of one internet marketing company that churns out a new freebie report just about every week. I love their stuff and I benefit greatly from everything they produce. Right now, their pricing structure is not within my budget. But one day, they will be, and guess what? I'll be signing on with them as a way of saying thanks for all the help over the years.

Of course, they have a staff in place to create a steady stream of content like that. You likely do not.

So there's something else to consider now that you have an idea of what you can accomplish with freebies and all of the wonderful ways you can profit from them. Where do you get your freebies? (Especially if you don't have a large staff to craft them for you.)

Creating Freebies – Where Do You Find Them?

There are several options for you for creating freebies to give away to achieve your business goals. Let's take a quick look at some of them in detail.

Create Your Own Freebies

If you're skilled at writing, creating videos, creating audio, or even at writing code and creating software programs, then you can most certainly create your own freebies. And this is by far the best route to take if you can.

Your audience and your business model will determine what freebies make the most sense. However, your skills and personality should also be taken into consideration.

For example, if you're great at speaking in front of people but not such a patient writer, then creating audio and video freebies might make the most sense for you.

PLR

You can also buy the rights to freebies. You can purchase PLR for:

- Ebooks
- Reports
- Articles
- Videos
- Software
- Graphics

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And much more. And with PLR, you can repurpose it and use it however you see fit. For example, you could combine several reports or articles to create an ebook bonus for your sales page. A little rebranding, adding your own “voice” and some personalization, and PLR makes great freebies. A great source for high quality PLR is www.absolutelyawesomeplr.com.

Outsource

You can, of course, outsource the creation of any freebie products. There are websites where you can hire contractors who specialize in your industry or freebie format. You can also ask fellow business owners who they use to create their content.

Partnerships

Earlier we talked about the benefit of partnerships and that’s certainly a great way to get top notch freebies. Make sure you review the freebie before you make an agreement with anyone. You want to make sure it’s the quality product your prospects deserve and customers expect.

And please keep in mind the caution I gave you before: If you’re using your freebie to position yourself as the expert, don’t use someone else’s stuff. Otherwise *they* get the client. Not you.

Your Next Steps

Your next step is to sit down and decide what your freebie goals are:

What do you want to accomplish with your freebies?

Do you want to boost profits directly with affiliate links and product promotions?

Do you want to build your email list for long term potential profits?

Do you want to drive traffic to your website or build awareness?

Make a list of your goals and then plan what type of freebie product you want to create and how you’re going to achieve your goals with your giveaway.

Freebie marketing has been around a long time and the internet has turned it into a mainstream way to effectively do business. You achieve many benefits from giving away everything from products and services to information. It helps you get your foot in the door with customers, it increases their dependency on you for more information, it motivates purchases, and it creates awareness and brand recognition.

Start planning your freebie strategy today! Be sure to visit me at www.martyink.com to see the many ways we can help you create a freebie that will stand out in the crowd!



Your Words Are Perfect, They Should **Look** Perfect, Too!



The eBook or Special Report that you create to attract prospects to your mailing list is one of the most important marketing tools you will ever use. It will likely be the first contact you have with future clients and you want to make a stellar first impression. And, just as important as the words you choose to convey your message, so is the way your eBook looks. 🐛 Our great design, coupled with your perfect words, makes a marketing match that will have you tickled pink as you watch your client list grow and your profits soar.

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Recently, I helped **Charlotte Denny Henley** create an ebook to accompany the launch of her new book, *Whole Weigh...*

“Wonderful work, Marty, on such short notice. So creative and such good energy. Blessings.”

— Charlotte Denny Henley
www.WholeWeigh.com

Recently, **Sandy Guderyon** and I worked together to create two ebooks to support her company, *Attract A Great Life...*

“These two ebooks are a real treasure to me. Your work is stunning, creative and brilliant! Thank you!”

— Sandy Guderyon, California
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