

Build Your Email List Using Freebies

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Build Your Email List Using Freebies

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It's most certainly not a new concept to build your email list using freebies. But, I really want to emphasize that this has to be one of the biggest goals of your business – you have to increase your list size if you're going to boost your business.

You want people to be able to enter into a campaign where they frequently take advantage of your high-quality products, both free and paid. To get them to join that email list in the first place, you're really going to get them excited about the free product you're offering.

Email lists overwhelm people, so this is another area where you need to stand out. Hopefully, you belong to your competitors' lists by now since they're a point of research. What are your competitors giving away in order to entice people to join their list? How many squeeze pages and opt in forms do they seem to have set up? Evaluating these things can help you figure out what you want to do as you improve your own list size.

Of course, the main goal is to really draw people's attention to what you're doing. This means getting people to download and talk about what you're giving away for free without you having to try very hard to get them to do it.

You can do a similar free product launch just as you would do for a paid product launch – completely shocking people that what you're giving away is free. You can really build it up and get people ready to pull out their wallet to pay a solid sum of money, only to offer it for free for a simple email sign-up on launch day. You can even arrange it so that affiliates get tagged for these sign-ups, using a program such as Nanacast.com.

There's some a creative ways to go about this. Again, I don't want to stifle your creative process, rather I want to get the wheels turning on how you

can build your email list using freebies that are different from anything else out there. If you have different enough products, offered completely for free, your list size will inevitably grow like crazy.

What You'll Give Away

You have to figure out what you're going to give away. It has to be great! Eventually, you'll have a whole stable of really great free products to give away. For now, settle on one in particular that you think will make a big splash.

If you want your campaign to work quickly, consider trends and specific needs you've noticed lately. If you want a more evergreen freebie to give away, consider topics that come up time and time again.

Really do some research and digging, beyond where your competitors may have researched. You want to come up with an all-inclusive free product people can download so your list can grow and you gain their trust.

You can create a video series, a full ecourse, an ebook, or a combination of all of the above. You can give away software or other tools that will make their life easier.

Whatever you do, try to set up your giveaways so that even the presentation is different from anything people have seen before. Simply saying, "download my free ebook" is not going to be very effective because there are a million messages out there like that.

You need to really sell the benefits of your freebie just as you would with a paid product. There is a lot of competition out there and a lot of free products out there. Create a sales page that people can't refuse – so much so that they'd pull out their credit card to buy right away. They should really feel like they got away with something when they see the value of what you've given them, free.

When they see that all they have to do is enter their email address, they'll definitely be on board. Then, once they see the content, they'll be so excited that they spread news of it everywhere. Really getting people excited and solving their problems is the way you get things to go viral on the Internet.

Take some time right now to brainstorm what you might give away that will accomplish these goals. Don't be boring and remember that your passion is to help as many people as possible. What could you create or give away for free that will help to accomplish what you set out to do?

Building Trust

A huge part of the reason marketers and companies give things away for free is to build trust in the marketplace. It can be really hard to know who to turn to online. There are so many options that it's overwhelming. You'll be a beacon of light in all the confusion. You want people to trust you so much that they read every email you send out, download everything you give them for free, and go on to purchase products from you or even coaching from you. When people ask for trustworthy marketers or companies in your niche, you want your name to be mentioned first.

Consider how [Amazon.com](https://www.amazon.com) does this. They are well known for offering exceptional customer service. People are willing to pay more for certain products because of the trust they have in Amazon. They know that many other online stores have difficult return policies and take forever to ship products in the first place. Amazon has immediate customer service and extremely fast shipping, especially for their Prime members. Zappos is another example of this, incidentally now owned by Amazon as well.

T-Mobile has started launching campaigns where they will pay for people's early termination fees if they switch from another carrier. They've also stopped charging people for data overages, thus building trust and getting customers to switch to them even though they've been a fledgling

mobile network. Sometimes, it takes breaking away from the status quo and doing things you know will really wow the audience to get their attention.

If you really care about people and have their best interests at heart, you will be more easily able to brainstorm ways you can stand out and build their trust. The customer service focused business really cares about people – even people who've yet to spend money.

Some customers are very quick to warm up and others will take longer. Some of those that took a little longer to warm-up will become lifelong customers and evangelists of yours. Prove yourself over time and you can grow your business exponentially and really set yourself apart from other businesses who are really only out for themselves.

Making Money from Your List

If you give things away for free to build your list, you might be worried that you now have a list full of freebie seekers—we've come full circle. Hopefully, at this point, I've helped dispel some of the myths about freebie seekers. Yes, it's a pain when people download your content for free and never even read it or do anything with it. They stay on your list, taking up space without ever buying from you. But that's not the type of person that you are attracting anyway.

Instead, you are building a buzz around your free products. You are making them so incredible that people talk about them, and your free products start to market themselves, in essence.

People are so excited to get their hands on that free product that they readily sign up for your email list and tell others to do the same. Because of this buzz, excitement, and momentum, they go on to read your product and it really helps them.

So, while these people downloaded something for free, they are actually your ideal prospect in that they are already telling others about what you have to offer, and they are already blown away by the value you've given them. They will then go through your product funnel, purchasing both low-end and high-end products from you. A small, but important percentage of those people will go on to purchase your high-end coaching offers as well.

To make money from your list, you need to build a relationship with them. This starts with your “knock ‘em dead” free product first. It goes back to your mission to help change as many lives as you possibly can.

You'll create follow up emails, both promotional and relationship building in nature. You're going to help other people get to know you and you'll start to get to know them. Make sure that people know it's an open dialogue. You aren't just writing to them to market to them – you really care about them and want to help. Allow them to email you back and respond to them. There is a point where this gets more difficult to do as your business grows, but there's always a way to add some personalization.

You can segment your list so that you can then present the most applicable offers to the right people. You've already pre-sold them based on the value you've given them in the past and with the relationship you're building right now. Many people will go on to purchase the products you promote that are in your arsenal.

Follow up emails really work on autopilot-- you'll find yourself earning money even when you're nowhere near your computer. So much for those freebie seekers, huh? You can also send out broadcast emails whenever you have something special to promote.

Because you have that buzz behind you, along with a now well-known brand, and a reputation for providing incredible information and products that no one else produces, you will make money from your list. If you approach the free business model in the right way, you will not have a list

full of freebie seekers. You will have a list full of rabid fans that love you, want the best for you, and help you get even more rabid fans. Over time, your business will grow to incredible levels.

Because you've given so much away for free, you'll have a much larger fan base and customer base. You'll have a lot more data than your competition (remember, one of the things you need to do is to ask them what they want and need), so you can come out with products that very specifically meet the needs of the people in your niche. You are really going to wow people and have a solid business that's outstanding in more ways than one.

Showcasing Your True Value

What is your true value? What do you have to provide to your audience? Are there people out there you can help? If the answer to that last question is yes, then you owe it to them to get your free content out there, and to increase your presence on the web.

Don't let yourself hide in the shadows of other marketers who've come before you. There will always be those "gurus" that use specific techniques to sort of hypnotize their audience for a short period of time. Some of these gurus only seem to come around when they have a big launch. All in all, they don't seem to care much about the success of their members, just that they successfully get people to pay a couple thousand dollars for the next product.

You're the marketer with true value and you'll be more successful. You're in it for the long haul. Your passion and mission is to help people, while growing your business to insane levels at the same time. That's part of what your free product helps you to do. It helps you show people what you're truly worth and that you truly can help them. You are always paying attention to what works. You know what the trends are, you know what the needs of your audience are, and you're always thinking of ways you can effectively help people.

To showcase your true value, you need to get your product funnel set up. Get your coaching or other high-end offer, or membership site, set up. This is the place where you're going to offer your personal help to others. Personal help is really the difference between you and a lot of other people out there.

My membership site, Earn 1K A Day, is not necessarily a high-end price. But for some of the people I cater to, the monthly price is a significant commitment for them. But, they opt to pay that price because they want my personal attention, as well as the attention of the very successful members on my site. Not to mention the thousands of free products they receive at no additional cost.

You also need to have those "in between" products that address specific needs of those in your audience. And, as is the focus of this book, you need to get free products out there that will blow people away.

This is how you showcase your true value. You aren't going to save all of your value for those who are willing to pay for it. You are going to show your true value in everything you do online. You'll show it through your social media interactions, your interactions with your list, through the products and information you give away for free, and through the kindness you show to other people.

When you focus on making a true difference in the lives of others, and have a solid product funnel set up to support that, whether people need to a little bit of help or a lot of handholding, is when you showcase your true value.

How This Works, Even When Things Are Free

How does this work, even when things are free? I know that many people reading this are probably stuck in the mindset that just because something is free, that people won't value it. But that's simply not true.

How many of Google's products and services do you truly value? How many of the movies and TV shows you've gotten to watch for free online do you truly value? How many blog posts, YouTube channels, or podcasts do you subscribe to and immediately listen to or watch, even though they're completely free, because you value them so highly?

You pay attention to free things all the time – would you consider yourself to be a freebie seeker? Probably not. You're someone who is willing to invest in your business and in your education to further yourself. You invested in the book you're reading right now – you didn't receive it for free.

But maybe sometime in the near past you did receive something for free from me. Maybe you're a member of my free Facebook group where I regularly personally interact with members and often give free content. Maybe you're a member of my Earn 1K A Day website where I constantly give my very best products, like this one, completely for free as part of the membership site.

It's a total myth that just because things are free doesn't mean they're valued. In fact, giving products and content away for free is one of the best ways to showcase your true value. Your goal is to help people but also to hook people. You want them to become a fan of yours for life. So, even when things are free, you always have a bigger plan in mind. You want that free content to really wow them and change their life, if that's the goal. Then, they'll stick around.

Of course, you will have those people who aren't great prospects of yours, and that's just fine. Maybe you'll help them with your free content alone, and that's just great because you focus on the larger goal of impacting as many lives as possible. But more often than not, your value and mission will be so clear that people can't help but be attracted to you, like a magnet.



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