

Make Good Money By Giving Stuff Away

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Make Good Money By Giving Stuff Away

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The Real Meaning Of Free

I know, I know. It does seem a bit preposterous to even think about building your business by giving things away. After all, you've heard marketer after marketer tell you that freebie seekers are the very worst. They've told you that if you give things away for free, your prospects will never buy from you because they'll be trained *not* to buy. I'm here to tell you that's a big fat lie.

First, let's talk about the real meaning of free. You've no doubt heard the expression, "There's no such thing as a free lunch." You've lived by that rule all your life.

Is that saying now outdated? It just might be, now that we are fully into the digital world. These days, people *can* get things for free—especially information-- and there's absolutely no catch. You might not be able to get your lunch free but you certainly can learn anything you want to learn, free.

Still, we marketers realize that when people give things away for free, they're usually trying to secretly get something in return. But in the end, at least online, there's absolutely no obligation to go on and buy once you've received the digital freebie.

This is becoming more and more the norm. There are even companies and marketers who are giving things away for free without even requiring an opt-in. What a concept.

What's the value of a digital product, anyway? It used to be that you could easily sell a digital ebook or another type of digital product for a fairly high price. I'm not saying you can't still do that, but now the supply of

digital products is far, far exceeding demand. Or, if the demand is there, they're often not ready to pay a lot for it.

These days, it's not enough to just give any old thing away for free. You've experienced it yourself-- have you ever tried to give away something for free as a list builder and totally failed? You might have wondered what in the world was wrong with you that you couldn't even give something away. It's not your fault, not necessarily, it's just that not only is there a lot of competition to sell digital products, but there are a ton of free products vying for people's attention.

In today's society, we are bombarded with free content from all over the web. It doesn't matter what we want to know, we can, usually, find it for free. We can research for free, interact for free, entertain ourselves for free, and learn for free.

Why on earth am I telling you to build your business based on a model of giving things away? That's simple—it's the marketing of the future. This is how companies can and will become successful from this point on. There is, of course, a certain way to go about it. You have to be the zebra in a sea of horses. When done right, giving things away for free is the best way to succeed in this new digital economy.

Throughout this book, we're going to cover many concepts, such as making a splash in your market, helping your free content go viral, and ensuring that your sales and list size goes way, way up.

So, what does free really mean? In today's society, it really does mean free. You're going to approach this from a point of passion in your business. You want people to learn what you have to share with them. You want to touch the lives of as many people as possible.

That means giving them things for free that are of extremely high quality, that are different from anything else out there, and that really have no strings attached. By doing this, you're going to quickly and successfully

build your business in ways your competitors have never even dreamed of.

The Myth of the Freebie Seeker

I'm well aware that many marketers tell you that you never want to build a list of freebie seekers or pay any attention to freebie seekers at all. People worry that by giving things away for free, you're essentially training your market not to pay any attention to you or to ever give you any money.

I've mentioned it before myself. But, that was before I started looking at this in somewhat of a unique way. You see, so many of us are stuck in the way things used to be. It used to be that you could put an ad up and instantly gain a lot of attention and a ton of sales. Again, I'm not saying you can't still do that. But think of what really gains attention on the web these days. Think about what people pass along and what spreads around like wildfire. In general, it's *free* content that really stands out. Sometimes it's attached to some kind of marketing campaign and sometimes it's not.

When you give something away for free, you have to do it in a way that really stands out. You are going to get some people who never have any intention of buying from you. That's just fine –you can benefit from those people in other ways. But you're also going to be gathering a slew of devoted fans who buy everything you come out with and tell their friends, family members, and followers about you as well.

You are going to use free methods to cement yourself as an expert in your marketplace. You're going to use it to get more traffic than you can handle, help more people than you ever thought possible, and grow your business in amazing ways.

So, yes, freebie seekers who never buy and exist solely to hoard digital products are not totally ideal. But they're not who you're seeking anyway.

They're not the ones you're going to attract if you provide value in the way I describe.

Being fearful of freebie seekers is a scarcity mindset. Many businesses think that if they give anything away for free at all, sales will plummet. That's a completely wrong approach. Building your business from a place of free can take your business to new heights and net you a ton of traffic and sales. There are many, many ways to boost your income starting from a place of free.

Why Marketers Fear Freebie Seekers

Let's talk a little bit more about why marketers fear freebie seekers. I sense that more than one person reading this is still wary of focusing on a business model built on giving away things for free. There are some valid points against the free business model, but I think you'll quickly find that it's more than worth the risk.

Here's one argument against it-- when someone downloads something for free, they really haven't had to invest anything in that decision. They haven't had to hand over any money or do anything at all really to receive their free download. Whether you consider typing in their email address as investing anything is up to you. People are so used to it these days that it really doesn't take any thought at all, meaning there is a low thought investment and no monetary investment at all.

If you've paid \$5,000 for a product are you going to pay more attention to that product than if you paid \$0 for the same product? The chances are very good that you are going to use and pay attention to that \$5,000 product. But, just because you paid good money for something doesn't mean you'll use it, especially if you don't get as much value from it as you expected. I've been disappointed by more than one high-end product—and I invest in them frequently.

Let's say you've paid \$5,000 for a product that totally stinks. Then, you hear people talking about this crazy amazing free product that's helping people left and right. It's gone viral and has a lot of buzz. You download it and it totally blows you away because it's different from anything else out there. You use it and you're successful with it.

Which one is worth more to you? The price you paid doesn't matter, in the end—the fact that there was buzz around the free product, that it was easily accessible, and that it was different from anything else out there is what matters. What matters is your perception of the marketer who gave you something so mind-blowing, for free.

That's sort of along the lines of what I'm steering you toward in this book. You want your content and products spread around like wildfire because they're so amazing, so different, and so beyond anything people pay thousands or hundreds or dozens of dollars for. It's very much worth starting your business from a place of free—when you do it the right way.

Marketers fear freebie seekers because they think they haven't invested anything and never will. That can be true. But it's your job as a marketer to get them to invest. The popularity, buzz, and awesomeness will set it apart. You want thousands or even millions of people to emotionally connect to your product. You want them to love it so much that they tell everyone about it. They aren't a “freebie seeker”—they're the power behind your business.

Why You're Not Targeting Freebie Seekers After All

In essence, you're not targeting freebie seekers after all. You're targeting people who want to make their lives easier and are turning to your products to do so. These people have a lot of other things to pay attention to, but your products (paid and free) are so remarkable that they pay attention to you. You're targeting people who are ready to connect with you and your products on an emotional level.

Part of this is understanding who your target audience is so you can deliver exactly what they need –even if they didn't know they needed it. You're going to be creative and innovative and come up with things your competition has never even considered.

You're not targeting freebie seekers. You're targeting people whose lives you can help change. Do you have information that can help change the life of someone else? If you do, then you owe it to them to get that message out there. Initially, that means building your business from a place of free. Don't worry-- there are plenty of opportunities to make money. In fact, you can make more than your competitors who completely ignore this new tide of effective marketing.

There's something that happens when you really stand out in the marketplace and when you make it your mission to help other people. Your audience becomes connected with you. Internally, they feel as if they owe you something. They are grateful to you.

You're not just slapping together some articles or a dinky little ebook in a desperate attempt to get more people on your list. You are going to give things away for free that really matter.

For instance, I've given away countless copies of my book, *5 Bucks a Day, Jr.* I often receive letters from people who tell me that free book has helped change their life. Many of those people have gone on to become lifelong customers and fans of mine. No one else out there has a book like this. No one else, certainly none of my competitors, have put such passion into a book like this and have given it away for free.

Did it take me long to write that book? Not really, because it was a slightly shortened version of my original *5 Bucks a Day* book (minus some bonuses). Has it been worth it? Has it grown my business in measurable and immeasurable ways over the years? Absolutely.

When I tell you to give away groundbreaking, amazing things for free, I'm not saying you have to spend a lifetime writing or producing it. I'm not

telling you to become a starving artist or a charity center. I am telling you to put your passion, emotions, and knowledge into free products and to really think about the people on the other end of it. You have to use your creativity to do things differently than everyone else is doing.

You're not targeting freebie seekers. You're targeting people whose lives you can change. You're casting a wide net and gathering a ton of raving fans. Then, you're offering them the chance to take things even further by adding your knowledge, help, additional products and upgrades, and more.

The Difference between "Free" and "Free With Value"

There's a difference between just giving away "things" for free and giving things of value away for free. People can easily just Google to find a free ebook or article on whatever topic they are interested in. What they can't do is Google to find knowledge, innovation, and creativity that you have in your brain that's different from what anyone else has in their brain.

Remember—YOU are what's different. You are what sets your business apart from any other on the planet. It's not until you get this difference down in text, create your video, or record your audio that is even possible for that information to be out there.

I focus a lot on creativity and innovation in the books I write. If you want to succeed in business online, you need to be different. You need to stand out from your competitors. You need to look at the holes in the marketplace and figure out how you can plug those holes. What are your competitors doing that's just ho-hum? What could you do to help people that they're not doing?

You should be buying the products of your competition. You should be downloading their free reports. You should be reading reviews of related products on [Amazon.com](https://www.amazon.com)—both negative and positive reviews. You

should be visiting forums to see how people talk and what they really want and what they feel is missing from the marketplace.

With everything you release, either free or paid, you need to put your own spin and expertise on it. You always need to add value. Your products should make things easier for people. They should help people see things in a totally new way. Your products should have that personal element that really touches people in a way that your competition just hasn't done.

Don't think of just releasing things for free for the heck of it. Think about releasing things for free so that you can get them into the hands of as many people as possible and change as many lives as possible. Always think about the people on the other end of this.

There's plenty of content out there that people can download for free. But there is not plenty of content out there that has your unique spin, insight, and passions.

Digital Products might not really have any intrinsic value. But, what does have value is what you can add to them that's different from what anyone else can add to them. Gain notice and really make a splash in your niche by giving things away for free.

People's attention is spread everywhere these days. There's way too much out there vying for their time. You need to stand out with your free content if you are going to keep up with marketing in the new millennium.

Treating Your Free Leads like Gold

There's another reason why many marketers have trouble with freebie seekers. It's because that's what they treat them as. I've heard more than one marketer say that if someone doesn't buy from them right away, they delete them from their list. More than one marketer has said they don't really care about anyone who's received their free products... at least

they don't care about them until they go on to buy something. I think this is the wrong way to go about it.

Instead of treating these leads like trash, it's time to treat them like gold. Instead of deleting people from your list because they haven't immediately bought something, think about the person on the other end of that. If they haven't bought something, it's your fault. You haven't touched them in the right way.

Now, maybe that person isn't the right lead for you. Maybe they downloaded your free product but actually weren't a good prospect for it. That's just fine. But, some of those leads that other people completely ignore are very valuable. If they are a good prospect and your free product really did help them, it's up to you to turn that person into a buyer.

You also have to think like a big company like Google. Google gives a ton of things away for free. We'll talk about this in more depth further on. But for now, consider why Google gives so many things away for free. You have Google Mail (Gmail), Google Earth, Google keyword research software, Google trends, Google product search, Google news, Google blogs, Google translator, Google Plus, Google Hangouts, YouTube, and so much more. Why does Google do this? Why's it all free?

Google gives a lot of things away for free because it gives them information and data on people who are likely to buy from them. This allows them to come out with paid products and upgrades that really blow people away. How do they do this? Honestly, they're successful because they know nearly everything about us. They know what we're going to buy, what the market can bear, exactly what the competition is doing, and more.

And yes, Google uses much of what they give away for free as a platform for advertisers, but the point is that the people that use these free tools do have money available to spend, and Google and its partners recognize that fact.

So, you absolutely can turn your "freebie seekers" into buyers. More than that, you can interact with them and go in deep to really get to know them. This will set you apart from other marketers out there. You'll also have the data you need as you develop products.

Let's say you notice a lot of your "freebie seekers" have a particular problem. You can create a quick little product that addresses that need and sell it to them. Instead of just ignoring that person because they haven't bought something yet, come out with something you know they need and that only you can provide.

Treat people who download your things for free like the gold they are. They'll go on to become a buyer if you treat them right and provide exactly what they need in a way they haven't seen before. They're also a valuable source of data, information, and ripe for relationship building.

Relationship Building: The Free Way

Building relationships is one of the most important things you can do when it comes to taking advantage of the free business model. You don't want people to just download your free content and forget all about you. Instead, you want to get them into your funnel. You want to get them onto your list. You also want to build a relationship with them that will last a lifetime.

Part of this is being present all over the web. You should be on Facebook, Twitter, and other social sites. You should funnel this "free" audience to your list. You want them to visit your blog or website. You want them to feel free to contact you and to ask questions. You want to really get a feel for what they need and want.

In the previous section, we talked about treating your freebie seekers like gold. They should feel comfortable and trust you. They should want to interact with you. Be open with them. Share your successes and your

failures. Share things you're researching and things you've read recently. Share what's worked for you and what you're working on.

Make it clear that you are looking out for them. You can't just have people sign up for your list, download your freebie, and then send them promotion after promotion and then wonder why these darn freebie seekers aren't buying from you.

Ideally, you really impressed them with whatever it was that you gave them for free. Now, you need to continue to impress them by making it clear that you care. That alone will set you apart from most marketers out there.

Why Free Is Easier

I'm also going to make the argument that building your business based on giving things away for free is easier. There are so many marketers and businesses out there that refuse to give anything away for free at all. They feel that it will dilute their value or that those freebie seekers will never turn into buyers. So, they handicap themselves. You just can't do that in today's marketplace.

Again, people can get so many great things for free but it can be really tough for you to make any headway if you charge a premium for absolutely everything. You have to gain their trust and start building your relationship first. If you do that, it will be a lot easier for you to build a vibrant business with a lot of followers.

Which do you think is easier?

1. You come out with a great product as a newbie to a niche and put a \$97 price tag on it (it's worth even more than that). You get affiliates on board and make some sales, and you're happy.

2. Or, you come up with a fantastic product that's worth \$97 and make sure it's completely different and more helpful than anything else out there... and you give it away for free. This freebie is so amazing that it starts to go viral. You set it up in a way that people are passing it around like crazy. You get a ton of leads to your list.

Now, you create an even more awesome upgrade (worth \$197+) and make it available for \$97. Your fans are crazy for your value and your different approach so you make a ton of money—as do your affiliates.

Option two is clearly the winner. You've reached many more people because the free product has gone viral. It's in the hands of so many more people to start with and you already have a relationship with them.

It's hard to argue with the fact that the second option can make you more money. If the \$97 product on its own gets in front of 1,000 people, you'll make a certain number of sales. But, if the freebie and \$97 upgrade get in front of 20,000 people, you'll likely make many, many more sales.

Free can simply be easier—it can even be more fun. It can certainly be more profitable. Obviously, it depends on what the topic is and who your audience is, but it is something to test for your business.

Overall, you'll find that giving things away for free can help you build a larger audience, a bigger list, and make more sales from your business overall.

How Much Money You Can Make With "Free"

So, how much money can you make by giving things away for free? Since you're giving things away for free, aren't you going to make \$0? Of course not. I think you'll quickly find that by building a great base of free products, you can very quickly make more money overall.

I am in no way suggesting that you give everything you come out with away for free. Instead, you will have a stable of free products and you will come out with new, innovative ones, all the time. You'll come out with these new, free products based on your market research, your relationship with your list and followers, and what you suspect they'll need or want soon, ahead of the trends.

Then, you will have a stable of products almost anyone can afford, a stable of higher end products for those who are most serious, upgrades that include your personal help, and consulting and coaching. People are going to see your worth in comparison with what you charge for personal consulting, coaching, and one-on-one help. You're going to have a well-rounded business with a ton of leads that you get from free and viral marketing.

There is no one particular figure you can make with free marketing. What I can assure you is if you apply the principles you've found in this book, you can dramatically improve your income, the perception of your expertise, and your success overall.

An Overview of Your Free-Based Product Funnel

You are going to create a stable of free products that have the potential for going viral. At a bare minimum, they will be unique to anything else on the market, free or paid. You will have a specific goal or purpose behind releasing each of these free products.

The goal will be to change the life of someone in your market –ideally, of many thousands of people in your market. There will be no catch when people download these free gifts. You will have the goal, however, of getting more traffic and more ideal prospects into your funnel. You will use these free products as list builders.

Since you will be increasing the size of your list and your number of followers, you'll be actively gathering data on these people. You will find

out what they want, and you will deliver it to them. Often, you'll create quick and easy paid products that specifically address what they need.

You will also have core products that are mid- to high-end that a specific number of your audience will go on to buy. These products will be premium upsells, often based on the fantastic products you have given away.

To solidify your value, you will also have a continuity program, consulting, or coaching available. A smaller number of your most targeted prospects will go on to seek one-on-one or small group attention with you. This offering is going to differentiate you from everyone else on the market.

You are not going to "churn and burn" your list. You are going to care a great deal about the people on your list, and you're going to provide them with what they need. You're only going to promote affiliate products that are of high quality and that you would personally put your name on if you had thought to create them. Your goal is to help others. When you help others and find unique ways of doing it, you will become a top expert in your niche and you will make a name for yourself without having to try very hard to do it.

Set yourself apart from your competitors. Really dig into your marketplace and figure out what they want and need. Give them free gifts that attract a lot of attention and really help to change their lives. Then, have your product funnel set up so you make consistent, amazing, highly profitable sales from your new, larger audience.

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