

## **Method Four: The 'Free' Way to Profit**

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People love to get things free. Even people who are very wealthy love to get things free. There is something about it that triggers a reaction we just can't avoid. Must. get. free. stuff.

So, how can you turn this human desire into cash?

Combine the human desire to get something for nothing with the natural feeling people get when they get something for free.

When you give someone something, they consciously and unconsciously want to return the favor. In your case, they'll be much more likely to buy an offer from you, open your emails, and be all ears as they listen to what you have to say.

I really like this method because it's a winner for everyone involved. You'll feel good, you'll make people happy, and you'll make money doing it.

### **An Overview of the Method**

You're going to write a free guide. You'll write this guide a certain way (it doesn't have to be long) so that it is really helpful to others. You'll get people to sign up for your email list and lead people to a low-priced paid offer. You can then upsell them on a higher priced offer or any related offer. All the while, you'll give them great value and build solid relationships that will serve you now and in the long term.

### **What You'll Need**

You are going to need to sign up for an autoresponder service, if you haven't already. Aweber and GetResponse are good ones -- I believe

GetResponse often does free trials. Either way, sign up with one of them, because it will be worth it.

## **Day One**

Today, you're going to choose a really juicy topic you can write a short report about. I'm going to recommend you stick with the Internet marketing niche for this, since you'll have the best chance of earning fast cash and making a real difference with the information you share with those who subscribe to your list.

A short report only needs to be around 3,000 words. It shouldn't take you that long if you type the average 60 words per minute. To be safe, I'll have you schedule the completion of this report over day one and day two.

## **Choosing a Topic for Your Report**

But first, you need to find a hot topic that will get people to sign up for your report in droves. Do not worry if you don't have a lot of Internet marketing experience. You're going to act as a researcher and reporter on the topic you choose.

Go to <http://warriorforum.com> and <http://warriorplus.com>. At the Warrior Forum, find the WSO section. What are the hottest threads there? You can do similar research on hot WSO's at Warrior Plus. The goal is to find a topic and product people are going crazy over.

These days, that's often Kindle, but by the time you read this it might have changed, so don't take my word for it. Whatever it is, examine the thread of the hot topic you've chosen. What is included? What are the benefits people are pointing out? What kind of comments are people leaving? The answers to these questions will help you zero in on things you should focus on for your report.

Go through and find some topics you might consider. Go with your gut on which hot topic you want to target-- perhaps something you are personally interested in (that will make this more fun).

Next, brainstorm a list of ideas for a subtopic you'll concentrate on in your report. If you're choosing Kindle, it might be how to drive a ton of buyer traffic to your book. Put yourself in the shoes of those who might eventually sign up to download your free report. What's really going to get them excited?

It doesn't take a lot for people to sign up for something free, but many are more cautious with their email address these days. They aren't going to take the time to enter their email address if there isn't good reason to do so.

### **Create Your Outline**

At this point, you've chosen your main topic and your subtopic. You're sure you have a good idea for a report people will really want to download. Go through your notes and look at the benefits and the things people were really excited about on the products you researched. Choose a specific angle people will be excited about, and then break down what you'll write about in your report.

You'll want an introduction as well as 5 or so additional sections in your report, not counting the conclusion. If you're stuck for ideas, look at reports you've downloaded or purchased to get a feel for structure.

You want to take a certain angle that will set your report apart. And, unless you have experience on the topic, you'll be acting as a reporter. That means you need to research others' directions, case studies, reports, sales data (let's say you're researching Kindle bestsellers, you can gain a lot of information by looking at the Amazon page and sales information). Include whatever you're going to write about in your outline. You want to make it so that you don't have to think much at all when it comes time to write the report.

You'll start to get inspired as you create your outline. You'll find holes in your research and knowledge. Use the Warrior Forum, Google, YouTube, [books.google.com](http://books.google.com), [scholar.google.com](http://scholar.google.com), and so on to fill the gaps in your knowledge. Always cite or link to your sources, take screenshots where

appropriate (this function is built into many computers), and make sure you include information that will really be of value to those who are going to read your free guide.

## **Start Writing**

Depending on how much time you have available and how much time it took you to do the preliminary steps, you may or may not want to start writing today. If you can, just get a few hundred words or so done. You're in the flow right now and you don't want to lose that. Even having a few words down on paper will help you get started without issue tomorrow. You want cash fast, which means you don't have time to procrastinate.

I also want to share some advice for if you don't consider yourself to be a good writer. Don't worry about it-- at all. As long as you can write on a 7th grade level, as long as you can type an email to a friend, you'll be just fine. Writing ebooks and reports for the IM market is about conveying the information and inspiring people. No one expects complicated, overwrought, language.

Get a picture in your mind of the type of person who is going to read your report. Keep them in your mind and write just as if you were writing an email to them.

You don't have to be an excellent writer to make some waves in Internet marketing. A bonus is that you'll naturally become better and more effective over time.

## **Day Two**

Today is the day of writing. Your goal is to completely finish your 3,000 word report. It can be longer or even slightly shorter. The important thing is that it delivers on the promise you'll give people when they download your free report.

Buckle down and get started writing. If you set everything up yesterday with the outline and first few hundred words, your mind should be primed

and ready to write. Just get those words down and your thoughts will start to flow freely.

### **What to Do if You Get Stuck**

You might start writing and feel totally stuck. What do you do then? Go take a walk or do something else to give yourself a short break. You might also find that you can't or don't want to stick to your outline. That's fine--it's always best to remain flexible. The only important thing is that you're providing value to those who are going to download your free report.

Write, revise, and then revise some more.

### **Day Three**

Today, you're going to find some relevant affiliate links to include inside your book. You're also going to get the basics set up in your autoresponder account. You're going to start writing your 'sales copy' for your free report. It doesn't take all that much to give something away, but there are some important elements you'll include. Finally, you'll start writing your autoresponder copy.

### **Finding Products to Promote as an Affiliate**

You're giving your report away free, of course, but you also want to set yourself up to earn money this week. Go to JvZoo.com and WarriorPlus.com and see if there are any relevant products you can promote as an affiliate. Explain your promotional methods to the product owner and you should be approved-- if you aren't a personal message to them will generally get the job done.

Insert your affiliate links into your Word document where you feel it is a natural fit. You can also create a 'resources' area in the back where you list products. If you use that method, explain why they are of value. You want to show that these low priced products are definitely worth their

time if they are hopeful they will achieve the kind of results you showcase in your book.

### **Save Your Book as a PDF**

Save your book as a PDF so your readers can easily download it. Your word processing program may do this automatically for you. If not, you can Google to find a service you're comfortable using-- there are many free ones out there.

### **Getting Your Autoresponder Account Setup**

Make sure you have signed up for an autoresponder service, such as GetResponse or Aweber. It takes just minutes to do. Then, create a new list that represents your free report. You'll need to follow their instructions to have a complete setup, including placing your address or business address in your settings (this will go at the bottom of each email you send).

Create a new autoresponder message-- this will be #1.

Write a welcome message to those who've downloaded your free report. Be really personable and welcoming-- write to them as if you were writing to a friend.

Include your free report PDF as an attachment.

Mention that you'd love to hear from those who read your report-- this is your first chance to develop a great relationship with them. If they reply to you, their email service will deliver your emails (rather than inadvertently spamming them). It also feels good to get to know those who will eventually be on your list.

You'll also make more sales-- those who've gotten to know you and know you care about their success are a lot more likely to buy from you.

### **Write Your Sales Copy for the Free Download**

There are more things to do in your autoresponder account, but leave it the way it is for now. Next, you're going to write some short copy to 'sell' your free download.

Take a look at the offers that inspired you to choose this topic in the first place. What kind of headlines did they use? What are their bullet points? Consider your free report in the same way. What is the benefit people will get after they download your report?

You may not be a sales letter writer, so write from the heart. Really hit on those points of emotion. Hit on how they will truly benefit from your report. Best of all, it's totally free.

Look to other sales letters for inspiration and ideas if you get stuck.

Include a note on your sales copy that there is a surprise inside-- you want people to actually read the report. You'd be surprised how many people sign up for free things and never open it up. Make yours so valuable that they will want to. Just note a specific 'tip' you have in there, and tease them about it. Tell them which page it's on. They'll have to actually download and open the book to find the answer to the teaser.

### **Write and Upload More Autoresponder Copy**

Take time to write 5 additional autoresponder emails. Again, write as if you're writing to a friend. Look at the emails you receive in your own inbox for inspiration on subject lines. Be informative, helpful, and fun. Let your personality shine through.

Use 2 or 3 of these emails to specifically recommend products you've become an affiliate for. I would suggest focusing on only one product for each of these emails. Be enticing, talk about the benefits, talk about the low price.

To really get some sales, create a short little bonus you can give to those who buy through your link or offer personal email help/coaching for the products.

Save these in your autoresponder account-- set it so that people receive one each day.

### **Day Four**

Take time today to finish up any of the steps you didn't get a chance to finish earlier on. I realize that some of these things might be new and seem overwhelming. I promise that once you get going and do it all once, it will make sense to do time and time again.

At this point, you have:

- Your free report finished, complete with affiliate links
- 1 welcoming autoresponder message, complete with your PDF
- 5 additional emails, with a mixture of relationship building, information, and affiliate links
- Your 'sales copy' prepared to 'sell' your free download

Remember-- find examples of successful campaigns others have run, and even those you've personally signed up for, if you feel stuck at any point.

Today, I want you to go ahead and launch this campaign.

### **Setup a Squeeze Page**

You're going to set up a squeeze page (a fancy name for a page where you put text and an opt in form-- its only goal is to get people to sign up for your free report), complete with your autoresponder opt in form.

You've already written the copy for that, so you should be ready to put it right up on your website.

If you have a domain name and hosting account already, use that. Create a new page specifically for this offer.



If you do not, and do not want to spend much money, set up an account at Blogger.com and create a blog for this free offer. Make it specific to your niche as you may want to grow it into something bigger with time.

There are videos on YouTube on how to add an opt in form to either Blogger or WordPress.

For WordPress, I suggest you use an autoresponder plugin (search for these in the plugin directory) that will give you a lot of control.

You'll place the opt in box right under your text. Make sure you include a call to action-- tell people to sign up now to receive your free report, and why.

The remaining three days will be dedicated to driving traffic to the offer you have setup.

## **Day Five**

Today, you're going to start promoting your free giveaway. There are a number of places to do this. The most important thing to keep in mind is that you're going to leverage assets that are already there and that already receive traffic.

The methods include:

- Your signature file at any marketing forums you belong to
- Free report giveaway sites
- Contacting others with permission to use your report, swapping your affiliate links in the report for theirs. Your links will remain intact on your autoresponder sequence and you'll keep all the signups
- Guest blogging
- Warrior Special Offer
- Social Media

Don't be scared off by any of these methods. Don't feel like you have to use them all, either. But please don't stop here. No one is going to sign up

for your offer just because you've put it out there. They need to see it...and you're going to have to use a little elbow grease to get them to see it. The work you do now will pay off for a long time to come. People will continue to see your free offer and sign up. The signups you get will give you an income you can depend on as you send additional offers out over time.

### **Your Signature File**

Many people reading this belong to a variety of marketing forums. Taking advantage of your signature area is the first and easiest way to begin to drive traffic to your freebie offer. Think of a creative line that will get people to click through to get something free. Then, link to your squeeze page. People love free! Post helpful, relevant comments and questions on the forums you frequent, and you're bound to get traffic.

### **Free Report Giveaway Sites**

There are many sites that cater to those who want freebie books. You can submit your book to these sites to get additional exposure. Note that you won't see much benefit unless you do this the right way. They won't sign up to your list to get the book. So, you need to entice them, within the book you upload, to visit your site where they'll get great newsletter content, etc.

It doesn't take long to submit your book, so I do recommend it. You won't see your best results from this strategy, but you'll likely see decent enough results to warrant the time.

Here are some you can try. Please read each site's rules before submission:

<http://www.ebookfreeway.com/>

<http://e-library.net>

<http://www.e-booksdirectory.com>

<http://www.free-ebooks.net>

<http://www.memoware.com>

<http://www.getfreeebooks.com>

<http://www.ebook88.com>  
<http://www.ebookee.com>  
<http://www.feedbooks.com>  
<http://ebookdirectory.com>  
<http://www.ebookjungle.com>

Scribd is another good resource, when done right. Follow their rules and instructions, modify your book to match those, and enjoy the exposure.

Please remember that you have to include text that will get them to visit your website so you get the opt in. Frame the autoresponder copy you've written as a 'newsletter' (which it is) so they can get additional free content.

## **Day Six**

Today, you'll continue the early push of promotion. Keep the momentum going, and don't stop to track sign ups just yet. You'll want to use up all the methods before you change and tweak things.

## **Getting Others to Promote Your Book**

Most marketers love to provide value to their readers. You have a report that is full of value. Let's put those two things together to benefit both of you.

As nice as it would be, most of the people you contact will not give your free book away from the goodness of their heart. You'll need to give them something-- in addition to knowing that their subscribers will love the report. I suggest you offer to alter any affiliate links in the book to include their own. You'll definitely get some takers on that offer.

Here are the steps I suggest to make this happen:

1. Look for marketers who blog about, sell products about, or have a general interest in the niche you are promoting

2. Make sure they have at least a small list that is interested in the niche
3. Contact them, individually, with an offer to modify your report to include their affiliate links
4. When they say yes, modify the report with their links
5. Modify the report to send people to get additional free content via your squeeze page (an alternative is to create a new squeeze page for each marketer, complete with a different download page for their modified report...but this is for more advanced users)
6. Rinse and repeat-- do this for as many marketers as it makes sense to within your timeframe

### **Guest Blogging**

There are bound to be a variety of blogs out there related to the topic of your report. Personally contact the owners of these relevant blogs and offer to write a great, original post their readers will love. You'll be able to put an author's resource box at the end-- where you'll include a couple sentences of enticing copy to send them to your squeeze page.

You'll provide great value, and readers are bound to want to learn more about you and the methods you've discovered.

### **Warrior Special Offer**

This is probably the fastest way to success with this method. I've included it towards the end because you do need to pay out of pocket to use it. At the time of this writing, running a Warrior Special Offer is \$40. Still, I really think it will be worth it to you. Pay the fee and include much of your enticing squeeze page copy on the copy you submit to the Warrior Forum. Include a link to your own squeeze page, where they can submit their name and email and grab their free report. Expect to get a lot of signups (if your offer is written in an enticing and clear way) and subsequent sales from your affiliate links, autoresponder emails, and broadcast emails you send now and in the future.

If you're stuck, search for other free offers on the Warrior Forum to get a feel for how you can structure your offer.

## **Social Media**

If you have social media accounts already, you can definitely use them to promote your free offer. Targeted business people and Internet marketers will follow your link to get the free report. I'm not going into a huge amount of detail on this because you won't be able to use this method if you don't already have these accounts. If you do, you'll already have a good idea of how it all works. Be personable, fun, and showcase the great benefits that can come along with downloading your report.

## **Day Seven**

Today is all about monitoring your results. How are things going? You should certainly have some sign ups by now.

Here are some additional ideas you can try today:

- Contact the owners of the products you're promoting as an affiliate. See if they will provide a special deal for those who buy through your link. If they do, send out a broadcast email to all subscribers with this information-- mention that it's for a limited time only
- Consider writing a full ebook version of the report. You can upsell this to those who download your free report
- Write articles related to your topic and submit them to sites like EzineArticles.com-- point them to your squeeze page
- Tweak your squeeze page copy to be even more enticing-- see if signups increase

This method can provide profits now that continue long-term. Imagine what will happen if you get 5-10 of these free report list-builders up and promote them over time. You'll be on the way to building a great list and having sales come in on autopilot.



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