

8 Ways that Increase the Perceived Value of Your Freebies

By Catherine Franz

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Catherine Franz
catherine@abundancecenter.com

Abundance Center <http://www.AbundanceCenter.com>

Almost everyone is giving away a freebie so they attract people to their web site. They are giving away free e-zines, ebooks, services, etc. What's happening to all this free stuff? It's losing its perceived value. Every time you surf the Internet or check your e-mail you see at least 20 to 50 freebies offers.

Don't get me wrong freebies do increase traffic, but not like they did when the Internet was new. The key is to increase the perceived value of your freebies so they will be more attractive to your audience. How do you do this? Well, here are eight ways:

1. You could tell them what the freebie is worth with a dollar amount. For example, "Subscribe to my free e-zine! A \$199 value!"
2. You could add other freebies to your freebie that will increase the value. For example, "Subscribe to my free e-zine and get free access to our "subscribers only" private web site!"
3. You could tell them the freebie is only available for a limited time. For example, " Download our free ebook, this free offer will only be available until May 30, 2000."
4. You could tell them the freebie is only available to a limited number of people. For example, "Our free software will only be available for the next 100 people that download it."
5. You could give more details about the freebie. List the benefits, features, what problems the freebie will solve, etc.
6. You could describe your freebie to sound more

attractive. For example, instead of "free report" you could say, "free never released top secret document."

7. You could list testimonials for your freebie. Most businesses don't give testimonials for their freebies. This would defiantly increase your freebie value.

8. You could tell people how many people have already received your freebie. For example, "15,000 people have already subscribed to my free e-zine! Can they all be wrong?"

These are only a few ways you can add value to your freebies. You could be creative and think up some other ways to increase the perceived value of your freebies. Also, test each idea to see which one draws the most traffic to your web site.

About the Author: Catherine Franz is a 30-year marketing industry veteran, a Certified Business Coach, Certified Teleclass Leader and Trainer, speaker, author, and Master Attraction Practitioner. Business client's include professional firms, restaurants, retail stores, coaches, employees using writing for advancement, and independent professionals across the globe, i.e., the USA, the United Kingdom, Europe, Australia and New Zealand. For daily marketing tips and electronic newsletters on marketing, Universal Laws of Attraction, and marketing writing/copywriting, visit: <http://www.AbundanceCenter.com> , <mailto:catherine@abundancecenter.com> or directly at 703-671-5677. Written by Marketing Coach, Catherine Franz © Copyright 2003, Catherine Franz. All right reserved.

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