

# Why Give Away Free Information

By Jill Black

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Why Give Away Free Information...

The idea of publishing and giving away free information is not a new concept. Drug companies, for example, have been publishing and disseminating free information booklets to promote prescription drugs for targeted condition such as diabetes, heart diseases etc for a long time.

The Internet has accelerated this trend. Just as a person attends a trade show or similar event will collect the free pamphlets and booklets from each stand these same people also collect free information and books while browsing on the web.

This has led to the giving away of the many free newsletters and books that proliferate on nearly every web site making this marketing method weaker than in the past as there is currently too much free information available.

However, people who come to your site still expect to learn something or take away for information when they leave.

The more free information you can provide the more likely they are to visit again in the future.

Only high quality information will be read...

As a promotional tool only high quality information gets read, much like the glossy brochure that provides a wealth of helpful information that a person is more likely to read rather than dispose of immediately into the rubbish bin.

Never use blatant advertising that is nothing more than a list of products you have on offer with a "buy my products" message on every page with no real content for the reader

as this will qualify with instant deletion and what could have become an ongoing relationship with a new potential customer or client is probably lost forever.

Content is published at web sites and given away for free for a variety of purposes including...

- To distribute as a promotional tool to generate traffic to a web site at minimal or no cost - except for the time involved in producing the material.
- To gain new leads by having people sign up and give their contact information before receiving the free offer.
- As a bonus when someone purchases a more expensive item.

As a marketing tool free information will always be around so take a look today at your business and decide how you can best use this tool to increase your profits by giving something away for free. As they saying goes "you have to give before you receive" and this is especially true on the net.

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Jill is a home business person with a portfolio of easy to operate business ventures and owner of Net writing and Publishing success a site offering ways to advance your career or start a home business through writing. This site can be viewed at:

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