

The Power of FREE

By Kristy A. Taylor

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Every single day thousands of people from around the world are logging on to the Net for the very first time. Every single day thousands of people from around the world are attempting to factualize their dream of running an Internet business from home. And every single day, these same thousand people are searching the Net for that ultimate product or service that will BE their home business.

Would you love to be the one selling these same people the products and services that they need? I'll just bet you would! But firstly you need to get these peoples' attention. You want them to visit your site but so does every other marketer out there. What you need is a lure... a bait! Surveys have shown for years that the one word that gets peoples attention is the word - sex! Yes, sex... but we're not going to use this word, (tricked you didn't I) we are going to use the second most popular word - free!

Free, free, FREE, fReE... it doesn't matter how you say it, it always means the same thing - some item of some description is going to cost you: nilch, nadda, nitch, nill, etc... You know it won't cost you anything and if it is something that you can use in your business, something that will help with some aspect of running your business, then you are more than likely going to take those few seconds to click on that link, fill in your email address, and grab your 'freebie'. You know you're going to do it if it's something that you want, so you know that others will too. A 'freebie' will go a long way towards gaining new customers. Offer them something for free that directly relates to your web site and watch your customer base grow!

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About the Author
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Kristy A. Taylor is the publishing Editor of Digital Dollars

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