

10 Ways To Boost Your Sales With Free Software!

By Larry Dotson

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1. Gain free advertising by submitting your software to freebie and freeware/shareware web sites. This will increase the number of visitors to your web site.
2. If you created the free software yourself, you will become known as an expert. This will gain people's trust and they will buy your main product faster.
3. Offer your software as an extra free bonus to the people that buy one of your main products. People buy products quicker with free bonuses included.
4. Publish your free software on disk or CD-Rom then include it with your direct mail packages. This can increase the amount of orders you'll receive.
5. Build your opt-in e-mail list fast by asking your visitors to give you their contact information before they can download your software.
6. People love to get free stuff. They will visit your web site to download the free software. Make sure the software is attractive to your target audience.
7. Tell people they can download your software at no-cost if they link to your web site. This strategy

will multiply your advertising all over the internet.

8. You will gain valuable referrals from people that tell others about the free software you give away. Word of mouth advertising can be very powerful.

9. Increase your e-zine's subscriber base by giving away software to people that subscribe to your e-zine. This'll give them an incentive to subscribe.

10. Give away software to your current customers as a way of letting them know you appreciate their business. This'll create loyalty and repeat sales.

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