

Issue #9

# How To Get Free Traffic With Giveaway Promotions

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## Introduction

Now imagine this...

You come up with the great idea to quickly and easily build your list by creating a free package of goodies that your prospects cannot refuse. After all, you've seen other list-builders create these giveaways and enjoy huge results. Just cruise the marketing forums and these marketers are more than happy to tell you about how many extra hundreds or even thousands of people they've added to their lists.

But here's what they don't tell you...

**Plenty of these new "subscribers" are NOT really new subscribers at all.**

Instead, they're just freebie seekers looking to suck the host dry and move on to the next marketer who's offering a pot-load of goodies. And this means these "subscribers" employ tricks like using throw away email addresses to subscribe to giveaways.

So what happens?

The marketer may have a big list, but he is not getting a corresponding surge in sales. That's because his new "subscribers" aren't reading his emails.

The good news is that I have a little twist on the traditional giveaway that virtually ensures you'll not only build a big list, but that these subscribers will READ your emails.

Here's how it works...

You create a giveaway package, either alone or with JV (joint venture) partners:

- **If you create it alone, then you use affiliates to drive traffic to your giveaway page.** If these referred prospects purchase anything from your follow-up emails, your affiliates will get the commission.
- **If you create the package with JV partners, then all partners not only contribute something to the package, but they also promote the event.** In exchange you promote one of your partner's products in each of the follow up emails you send. Thus everyone makes money.

Now here's the twist that works its magic...

You satisfy your subscriber's need for instant gratification by giving them 50% of your giveaway package upfront. Then you drip the remaining 50% of the content over the next six weeks.

Thus every time you send out another part of the package, you get the chance to build a relationship and sell something to your prospects. And by the time you've sent out the last piece of the freebie package, you have a responsive list of loyal subscribers!

Sound good? Then you'll want to read on to discover my exact method for:

- Creating an irresistible giveaway package.
- Crafting a squeeze page that compels your visitors to give up their personal email addresses.
- Recruiting partners to help you promote the package.

Let's get started...

## **Creating an Irresistible Giveaway Package**

Your first step is to decide what you're going to give away in your package, including how many products and what kinds of products.

### **What to Include in Your Package**

Here's what I suggest: Create a package with at least 10-12 products.

You can give your new subscribers half of these products immediately after they join your list. Then you can give spread the rest of the products out over the next six weeks at a rate of one per week (or more if you have a bigger package).

Tip: Don't give away the best and most desirable products right away. Yes, you'll want to give SOME of the best products immediately so that your subscribers see the value and want to stay

on your list to receive the rest of the package. But if you give away the best products immediately, people might unsubscribe or use throw away addresses because they're getting all the "good stuff" immediately after they join.

The second thing you need to decide is what types of products you'll offer. Do note that you can offer a wide variety of formats and products, including:

- Ebooks and reports.
- Audios (including teleseminar recordings, interviews, etc).
- Videos (video products as well as webinar recordings).
- Software and other tools.
- Access to membership sites.
- Templates, blog themes, spreadsheets, mind maps, worksheets and other useful resources.

Basically, you can offer anything that's easy for your subscribers to download or otherwise access online.

Which leaves just one question: Exactly what should you include in your package?

Let these three tips guide you:

- 1. Offer something highly related to your paid offers.** Remember, the key to this strategy is that you get to drip the free content for six weeks, which means you also get a chance to email your subscribers every week with a paid offer. As such, make sure your paid offers are tightly related to the free products you're offering.

Example: Let's imagine you're giving away a collection of golfing reports and other resources, such as an ebook titled "How to Improve Your Golf Swing." A perfect backend offer might be a set of training videos that show your prospects how to improve their golf swings.

- 2. Offer something valuable.** Just because you're giving away something for free doesn't mean it should be worth \$0. And just because it's free doesn't mean you should offer something stale, like resell rights products that your prospects have seen hundreds of times before. Instead, offer your prospects something fresh, valuable and exclusive.

- 3. Offer something your subscribers WANT.** While you could certainly survey your market to see what they want, the best way to find out is to

simply look at what they're already buying – and then give them something similar.

Example: One good way to do this is to visit the Clickbank.com marketplace. You can either search for keywords related to your niche (like "golf" or "marketing"), or you can browse the relevant categories. Either way, the products listed at the top are the top sellers, meaning they are in-demand products. If you sell multiple products on the same topic, it's also a good bet that the topic is in demand. These are the sorts of products you should include in your giveaway package.

Here's the bottom line...

Treat this package as if you were selling it for hundreds of dollars. What would you include in this package? These are the same types of high-quality products you should include in your giveaway package.

This leads us to the next question: Where do you get these products or how do you create them? Read on...

## Where to Get Products for Your Giveaway Package

As mentioned before, you don't want to include any stale resell rights products or PLR content in your package. So this leaves you two other options:

- 1. Create the products yourself.** Of course you don't actually have to do the work yourself, as you can certainly freelancer to create the products.
- 2. Get JV partners to contribute products.** If you use this strategy, then you'll still want to create some of the products yourself.

You can see the benefit of having JV partners contribute products, since you'll do very little of the work yourself. The other benefit is that these partners will help you promote the giveaway. In exchange, you'll need to promote your partners' offers during the initial six weeks of your autoresponder series.

If you create the package entirely yourself (no JV partners), then of course it will take more time and money. However, the advantage is that you can focus on promoting your offers from within both the products and the emails you send to your prospects. And if your products have affiliate programs, then you can recruit affiliate partners to promote your free giveaway package (meaning they'll get a commission every time



one of your subscribers purchases the product or products you're promoting in the emails).

So let's look at these two options separately...

## Creating Your Own Products

There are two ways to create your products:

1. Do it yourself.
2. Outsource.

Whether you decide to outsource or do it yourself depends on the following factors:

- **How much time you have.** This will help you decide whether to outsource none, part or all of the package. Outsourcing certainly frees your time to work on other aspects of this strategy, such as recruiting JV partners.
- **How much money you have.** Even if you're short on cash, you may still consider outsourcing, simply because it's a great investment. It allows you to get your package to market more quickly. And having a pro create the products means you'll have a high-quality package.
- **Your skill set / expertise.**

Example: If you are not a good writer, then it's better to hire a ghostwriter to create a report. Or if you want to add software to the package and you're not a programmer, then obviously you'll need to outsource it.

- **Your ability to focus.** Even if you decide that you want to do it yourself because you have both the time and the expertise, you need to still consider whether you're able to focus to get the task done.

Example: Some people simply don't have the drive to write an ebook, much less create a package of products.

Answer the above four questions honestly, and you'll know whether you're capable of creating the package yourself or whether outsourcing is a better choice for you.

### 1. Doing it Yourself

Now, I'm not going to go into any detail about how to create these products yourself, as it varies depending on whether you're creating reports, ebooks, videos, audios, software, tools or other resources. And if you really don't know how to create the product, then you should be outsourcing it anyway.

However, I am going to share with you these product-creation tips, many of which are applicable across a wide variety of products and formats...

### 1.1. Plan/Outline First

Whether you're creating a report, video, software or anything else, you want to plan it out thoroughly before you actually start working on it.

Specifically, ask yourself what problem you want this product to solve. And then ask yourself what features and benefits it needs to include in order to solve this problem.

Tip: Analyze the existing, similar products on the market. Your goal is to create a product that's better than these products. You do this by creating a product with the same or similar strengths of the existing products while improving on the weaknesses and flaws of these products.

Let's suppose you're creating a copywriting book. Your book would share strengths with similar books, such as defining and explaining the AIDA formula. But your book would be even better because it gives headline templates for your readers to use.

### 1.2. Do Your Research

If you're creating an information product, then be sure you research the topic thoroughly in order to ensure your product is accurate. To that end:

- **Use credible sources.** This includes sites by well-known experts in your niche as well as known authority sites (like WebMD.com for health topics, for example).
- **Use multiple sources.** Never get your information from just a couple sources – it's better to verify it by getting it from multiple sources.

Tip: Be sure to close your sources before you actually start writing so that you don't plagiarize anyone's work. You can further ensure you have 100% unique content by

adding in your own twists on strategies, telling personal stories, and including your own tips and examples.

### 1.3. Embed Backend Offers

No matter what kind of products you're creating, be sure to add links in your products with backend offers.

Tip: If you're using the strategy of marketing this package with affiliate partners, then ideally all links should be to your own products. That way, your affiliates get a chance to make money on the backend when your subscribers click on the links in your products.

### 1.4. Check Your Work

If you've created a text product, video product or audio product, then review it before you release to check for errors. If you're creating software or another tool, it's a good idea to bring beta testers on board before you release it to the public.

And if you decide to outsource? Then read on...

## 2. Outsourcing

If you decide that outsourcing is for you, then here's a quick overview of how to do it...

### 2.1. Cast a Wide Net

You first need to create a big list of prospective freelancers, using as many of the following methods as possible:

- **Ask for recommendations from colleagues.** Do you know anyone who's already outsourcing? If so, ask for their recommendations. Otherwise, you can ask for recommendations on marketing forums (like WarriorForum.com) or on your social media sites (like Facebook.com).

Tip: The Warrior Forum has a "Warriors for Hire" section where you can browse ads from members who're looking for freelancing work. You can also place your own ad requesting specific types of freelancers to contact you.

- **Search Google. Just enter in relevant search terms like "ghostwriter" or "freelance web designer."** Be sure to enter synonyms in order to extend your search.  
Example: If you're searching for a ghostwriter, you might also search for terms such as "freelance writer" and "ebook writer."  
  
Tip: Be sure to look at both the regular search engine results as well as the sponsored results on the side.
- **Post projects on elance.com.** You can also post projects on other reputable freelancing sites such as [vWorker.com](http://vWorker.com) and [oDesk.com](http://oDesk.com). Be sure to offer as many details about your project as possible in order to attract the high-quality and most suitable freelancers.
- **Use Craigslist.org.** You can search ads as well as post your own. (See example below.)
- **Look offline (locally).** You can also search ads or post ads in your local classified newspaper and/or in the university newspaper.

Let me give you an example ad (which you can modify and use on forums, in newspaper ads or even on freelancing sites)...

-----

Wanted: Ghostwriter to write golf book.

Your qualifications include:

- Experience writing for golf market.
- Excellent research, organization and writing skills.
- Native English speaker.
- Verifiable references.
- Portfolio of samples available for review.

Topics for the book include:

- Choosing the right equipment.
- Choosing the best grip.
- Improving the swing.
- How to drive straighter and longer.
- How to improve fairway play.
- How to improve plays on the green.

- Getting out of hazards.
- Adjusting for conditions.

And similar topics.

The ebook length will be approximately xx,xxx to xx,xxx words. Budget for the project ranges from \$xxxx to \$xxxx. To learn more or to apply for this job, contact me at [insert contact info].

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## **2.2. Cull Your List**

Now that you've created a list of prospective freelancers, your next step is to narrow this list and choose the most qualified, reliable freelancer. You accomplish this by researching each prospective freelancer (e.g., do your due diligence). Here's how...

- Browse the freelancer's portfolio to samples to make sure he does high-quality work.
- Verify the freelancer's references. Yes, you should actually check them.
- Check the freelancer's feedback on elance.com or another freelancing site (where applicable).
- See that the freelancer meets your minimum requirements in terms of budget, qualifications, etc.
- Make sure the freelancer has a well-established business (at least six months in business).
- Search for the freelancer's name, business name, website and email address in Google to see if there are any red flags, such as a pattern of complaint about his work.

Once you've completed the above steps, it should be pretty clear to you who's the best qualified freelancer. Hire that person, sign agreements as needed (talk to your attorney about this step) and move on to the next step...

## **2.3. Create a Detailed Brief**

If you want to get good work from your freelancer then you need to offer him or her as many details as possible about the project.

Example: If you've hired a ghostwriter to create a report, your brief should include details such as:

- Working title of the report.
- Intended audience.
- Purpose of the report.
- Length of the report (use word count, not vague page numbers).
- Writing style (e.g., "conversational writing style).
- Outline (be as detailed as possible with what topics you'd like included, how much emphasis or words you'd like devoted to each topic, etc).
- Any research you've already gathered.
- Any stylistic or formatting preferences you have.

Obviously, the details will vary depending on what type of product your freelancer is creating for you. But in all cases, the key is to provide a thorough brief so that your freelancer doesn't have to do any guesswork about what you want.

Be sure to encourage your freelancer to ask any questions he or she may have. You'll also want your freelancer to give you part of the project (such as the first few chapters if it's a written product). That way, you can make sure your freelancer is heading in the right direction before he gets too far along on the project.

So, that's one way to put together your package. Here's the second...

## **Getting JV Partners to Contribute Products**

As mentioned before, the advantages of this method include:

- You get your package together and out to the market more quickly since it's a group effort.
- You get help from your JV (joint venture) partners to promote the package.

Ideally, you'll want to limit the number of JV partners to five partners. That's because you need to promote your offers and your partners' offers during the six weeks that you drip content to your subscribers.

You can do this in one of three ways:

- 1. Promote one offer from each partner during each of the six weeks that you're sending another piece of the giveaway package.** The advantage of this method is that you highlight a partner each week, so that subscribers are forced to focus on one offer per week. That's a good thing.
- 2. Promote your offers and your partner's five offers in EACH email you send during the first six weeks.** The advantage of this is that each partner gets exposure in each email you send for the first six weeks. The downside is that a flood of six offers in every email you send can turn off your prospects.
- 3. Combination.** The idea here is to highlight one partner in each of the emails you send during the first six weeks. Then for added exposure, you can promote EVERYONE'S offer in the sixth week. Thus you get the best of both worlds: Focused offers and added exposure.

So how do you find and recruit these JV partners? Like this...

### **Step 1: Find Suitable Partners**

What you're looking for are other marketers in your niche who sell information products, software and similar products and services. Here's how to find these folks:

- **Search Google.** You can do this by searching for various keywords related to your niche.

Example: If you're in an online marketing niche, then you may look for partners using searches such as "online marketing" and "online business" and "internet marketing."

Tip: You can also search for marketers who own blogs in your niche, by searching for your keywords alongside words like "blog" or "WordPress" or "blogger." For example, "online marketing blog."

- **Look in the [Clickbank.com](http://www.clickbank.com) marketplace.** You can either browse by relevant category or run a search for your niche keywords. Either way, pay particular attention to the results at the top of the categories or searches, as these are the most popular products (and thus the sellers are likely to have the biggest mailing lists).

- **Ask around.** If you're a member of any niche-relevant forums, ask the members about their favorite products and blogs in the market. This will lead you to some of the most respected marketers in the niche.
- **Check blog rolls.** Many top marketers have blogs. Be sure to check their blog rolls (list of links to other blogs), as these will usually lead you to other niche marketers.
- **Post on the [WarriorForum.com](http://WarriorForum.com) in the JV Forum.** Here you can request JV partners. Let them know, however, that you'll be screening them and only selecting five marketers to work with you.
- **Ask your existing partners for recommendations.** These existing partners may even be able to introduce you to their partners.
- **Keep an eye on the popular niche newsletters.** Not only are the publishers all potential joint venture partners, but the other marketers they mention within their newsletters are your potential partners as well.

If you follow all the steps above, you'll uncover dozens if not hundreds of prospective partners.

You'll need to rank these marketers in order of those you'd like most to work with to those you'd least like to work with. That's because you're looking for just five partners – so you'll want to contact the best marketers first and then move on down your list to fill your remaining spots as needed.

Tip: If you have your finger on the pulse of your market, then you're probably familiar with many of the prospective marketers on your list. If not, be sure to do your due diligence before sending any individual an offer. That means researching their name, website and product names in Google to confirm that the marketer has a good reputation in the niche. If not, cross them off your list.

## **Step 2: Approach Them With Your Offer**

Now you can start approaching these prospective JV partners with your offer.

Let me say this upfront: It's much easier to get "yes" responses if you've built relationships with these marketers or if they at least know who you are.

This means it's helpful to engage them in discussion on their blogs, post on their Facebook pages, chat with them on Twitter, meet them at offline niche events, and so



on. In other words, build a friendship just as you would in the offline world by starting a dialogue.

You can also seek out ways to help them first, such as by becoming an affiliate for their products. If they send you a big affiliate commission payment, you can bet they'll know your name.

Tip: If you're already a big player in your niche, then you don't have to worry as much about building relationships first. That's because people will recognize your name and they'll be eager to work with you.

I realize you may be eager to get started with this profitable strategy, meaning you really don't have the time to build relationships first. In that case, you need to send a good joint venture proposal that spells out the benefits your partner will get if he or she participates in your giveaway event.

Below you'll find an example of a JV proposal. Feel free to swipe it, modify it (depending on how well you know the person you're sending it to) and use it to recruit JV partners...

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Subject: You + a giveaway event = backend sales  
Alternative subject: A unique JV proposal for you...

Dear [first name],

Traditional giveaway events are messy and not very effective. And there's simply too much competition in order for you to really reap the benefits.

That's why I want to offer you a fresh, unique way to trade a [topic/niche/type of] product for more subscribers, sales and exposure.

Here's how it works..

All you have to do is join me and four other [niche] marketers - including [name of influential marketer] and [name of influential marketer] - in contributing one product to my upcoming [name of event] giveaway event.

Here's what you get in return:

- Your ad will go out to [number] of subscribers in my [name of newsletter] newsletter. What a great opportunity for you to effortlessly get more subscribers and customers!
- You'll get more backend sales opportunities through any links you include in your product.
- You'll get free exposure in all advertising for the giveaway event.

As you can see, you get a whole lot of benefits for a tiny investment of your time. And because this giveaway event is limited to just six marketers total, you get the full benefits without competing for the prospects' attention!

Contact me right now at [contact info] to discuss the event, ask questions or just to tell me which product you'd like to contribute. Hope to hear from you soon!

[Your name]

P.S. Because this giveaway event is limited to just five hand-picked marketers, I need to know whether to hold your spot or release it to someone else - so let me know ASAP!

-----

Again, you don't want to send all your requests at once, otherwise you could end up with far more than the five partners you're planning on for the event. So send out your first five emails, wait for a response and then send out additional emails to fill slots as needed.

When your partners do contact you to talk about their contribution, keep in mind the product/package factors I listed before:

- Valuable products.
- Products that your prospects want.
- Preferably something exclusive.

Point is, you want to make sure your partners' contributions meet these requirements too. That way you'll be putting together a solid package.

## Quick Recap

You just discovered how to put your package together, either alone or with the help of joint venture partners.

Your next step is to create the autoresponder series you'll use to drip freebies and promote backend offers for the next six weeks or so. Read on...

# Crafting Your Autoresponder Messages

You've pulled your package together. Your goal is to now choose which products you're going to give to your subscribers immediately and which of the remaining products you'll drip to them over the course of six weeks.

Once you've decided the order, then you're ready to craft your autoresponder messages.

Tip: Don't yet have an autoresponder? You can get one through a service like [Aweber.com](http://Aweber.com), [iContact.com](http://iContact.com) or [GetResponse.com](http://GetResponse.com). All three of these services provide extensive documentation on their sites if you need any help setting up your autoresponder, loading your email messages or getting the subscription form on your site.

Don't make the mistake of thinking that the purpose of these autoresponder messages is to merely inform your subscribers of where they can download the next gift.

Keep your overall goal in mind – you're looking to make backend sales for you and your partners. And that means that the primary purpose of these messages is to share the giveaway link while also telling your prospects about a related offer.

If you put the entire package together yourself, then you can just promote your own products and services, whichever one most closely fits with the products you're giving away.

Example: If you're giving away a report about weight loss, then you might offer a paid ebook with advanced weight loss tips and tricks, full menu plans, etc.

If you put the package together with the help of joint venture partners, then you'll need to ask them which product they'd like to promote in your newsletter. Let them know they'll have better results if their free product and paid offer are tightly related.

Remember, there are different ways you can promote your partners' offers.

Here's a sample email schedule where you promote everyone's offer once, individually, and then mention them ALL again in the sixth week:

- Email #1, sent immediately after the subscriber joins: Subscriber gets the initial package of freebies (about 50% of the total package). You promote one of your products.
- Email #2, sent one week later: You give away Partner #1's product and promote his/her paid products in this week's newsletter.
- Email #3, sent one week later: You give away Partner #2's product and promote his/her paid products in this week's newsletter.
- Email #4, sent one week later: You give away Partner #3's product and promote his/her paid products in this week's newsletter.
- Email #5, sent one week later: You give away Partner #4's product and promote his/her paid products in this week's newsletter.
- Email #6, sent one week later: You give away Partner #5's product and promote his/her paid products in this week's newsletter.
- Email #7, sent one week later: You give away another one of your products and promote all partners' offers in the email.
- Email #8, sent one week later: From here on out and you can go back to promoting your own products and services.

Of course every message you send shouldn't be composed of just a download link and an advertisement. If you do that, the prospects will learn to just skim your emails to find the download link.

Instead, you can offer useful tips, tricks and ideas. And then you can embed the promotional links within this useful content.

Examples:

- Tell readers about a twist on a tip listed inside this week's giveaway product. Not only are you training subscribers to read

your emails since you're offering additional tips in the newsletter, but you're also prompting them to read/use the gifts.

- Share with your readers one powerful tip or a list of tips. Then let readers know they can learn even more tips like these by purchasing the product you're promoting this week.
- Send a useful but incomplete article which outlines a step by step process. Encourage readers to buy a product to get the full details.

Example: An article about blogging might tell subscribers to "set up a WordPress blog," but the paid product you're promoting will give buyers step-by-step instructions and a video tutorial.

Now let me give you two example emails so that you can get a better sense of what I mean when I refer to embedding promotional links within content...

**Example 1:** This is the type of email you'd send for an introductory email...

-----

Subject: Your download link inside...

Hi [first name],

Welcome to [name of newsletter]!

Starting today and for the next six weeks you're going to receive 12 valuable online marketing products that will help you:

- Get all the free traffic you need.
- Boost your conversion rate effortlessly.
- Build a big, responsive mailing list.
- Create the most popular blog in your niche.

And much, much more.

You can download the first six of these gifts by clicking here. And while you're downloading, let me share with you something else...

Many beginning marketers think the secret to getting rich is to create one really good product. And while it's true that there are several examples of people getting ridiculously rich from just one

product, savvy marketers know that the key to getting rich is to focus on "base hits" rather than "home runs."

This means you need to set up a sales funnel. You need to pull prospects into this sales funnel with free or entry-level products, and then you need to sell them more products (including more expensive products) on the backend.

You see, getting rich doesn't happen through luck. Instead, it happens when you create and execute a good business plan. And one of the best resources to help you develop your own million-dollar business plan is right here: [www.ibusinessowner.com](http://www.ibusinessowner.com).

[Your name]

P.S. Tell your friends about this giveaway event by sharing this link [link to giveaway event] - they'll thank you for it!

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**Example 2:** This type of email would work well for any of the follow up emails. In this example, "Joe Marketer" refers to one of your JV partners.

-----

Subject: How to create a profitable product... fast

Hi [first name],

Welcome back!

Last time you discovered that the secret to getting rich as an information marketer is to create a sales funnel and stock it with a variety of products at a variety of price points.

But there are two problems:

1. You don't have time to create all these products.
2. You don't the secrets of creating PROFITABLE products.

Today is your lucky day, because I have the answers to both of these problems.

\* Problem #1: No time to create all these products?

No problem - just click here to download today's free gift, where you'll discover the secrets of outsourcing.

\* Problem #2: Don't know what kind of products to create?

Also not a problem!

You see, a lot of marketers try to re-invent the wheel at this stage. They're looking to create a revolutionary product, something their prospects have never seen.

But that's a foolish thing to do. That's because a revolutionary product is an unproven product. And so you could spend months and thousands dollars creating a product that your prospects don't even want.

So, what should you do instead?

Simple: Create something that your prospects for sure want. And the best way to do this is to discover what they're already buying! Then all you have to do is create something a little better than the existing products on the market... and cash in!

This is a no-fail solution to creating amazing products. And you can discover a sure-fire system for creating your own in-demand, profitable products by checking out Joe Marketer's latest course, "How to Create Products That Crush the Competition."

Take a look at it here: [link]. And do it now, because you deserve to have this system working for you, too!

[Your name]

P.S. Stay tuned, because next time you'll discover a little-known trick for getting free, targeted traffic. You won't want to miss it!

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## **Quick Recap**

You've pulled together your valuable giveaway package. Plus, you just learned how to create autoresponder emails which share links to the freebies, offer useful content and promote paid products.

Now it's time for you to prepare to promote your offer. Read on...

# Promoting Your Giveaway Offer

There are two steps involved in promoting your offer:

- 1. Creating your squeeze page.** This is the sales letter that promotes your package and encourages your prospects to join your mailing list.
- 2. Advertising the offer.** This is how you get traffic to your squeeze page.

Let's look at these two separately...

## Creating Your Squeeze Page

Yes, you're giving away a free package of amazing goodies. But that doesn't mean you can just list the products and follow it up with a subscription form.

Truth is, you need to "sell" your package. Because even though your prospects aren't trading money for the package, they are trading something valuable: Their personal email address, their time and their attention.

Point is, you need to create this sales letter just as if you were selling your prospect on buying the package for one hundred dollars or so

Here's a template that shows you how to construct this letter...

### ➤ **Headline**

Your headline – which is usually bolded, centered, in quotes and in big font at the top of your page – needs to capture your prospects' attention. And that's why it should present a big benefit to your prospects.

Example: "Who Else Want to Discover the World's Best-Kept Marketing Secrets... for FREE?"

### ➤ **Sub-headline**

The sub-headline seeks continue to hold your prospect's attention by elaborating on the main benefit or even introducing another big benefit.



Example: "You're about to discover how to build a huge list, get all the traffic you need, create profitable products without lifting a finger and much, much more! If you've ever wanted to start your own million-dollar business, you need to get your hands on this FREE package! Read on..."

➤ **Salutation**

Dear Fellow [Niche Group Member],

Example: Dear Fellow Business Owner...

➤ **Opener**

You can open your sales letter in several ways, including with a story, by jumping right into the benefits or by talking about the prospect's problem.

In all cases, your goal is to "hook" your prospect and arouse his interest by showing him you understand his problem.

Examples:

- Story opening: "Jack struggled with his online business for years. He built AdSense websites. He sold services. He created ebooks. And yet the most he ever made was \$293 in single month..."
- Benefit opening: "If you want to start from scratch today and build an online business that can support you in just six months from now, then you're reading the right letter..."
- Problem opening: "You've been struggling to make money online. And maybe you've tried a wide variety of business models, from AdSense sites to product creation. But nothing works. You're frustrated. And you just feel like giving up..."

➤ **Introduce package as the solution to prospects' problems**

Now that your prospect is interested – and you've reminded him of his problems in the above opener – you can introduce the giveaway package as the solution to these problems.

Example: Introducing [name of giveaway event] - a FREE package of [number] of the best [niche] ebooks, reports and software on the internet!

➤ **List benefits of the package**

Now you need to list the benefits your prospects will receive when they join your list and claim your package.

The best way to do this is to give an overall benefit first, such as a summary of the entire package. Then you can list the product names and two or three of the top benefits each of these products.

Example: "By the time you're finished with this package, you'll have all the tools and resources you need to start and run our own profitable online marketing business! You'll even get the resell rights to your first product so that you can start building your business TODAY! Just look at what you get when you claim your free package now..."

Product 1: List Building Made Easy by W. Mark Thompson:

- How to build a list of 5000 eager prospects in just two short months!
- You'll find out how to turn each subscriber on your list into \$1 per month - you do the math!

➤ **Offer social proof**

Even though you're offering a free package, your prospects are going to be a little skeptical that it does everything you say that it does. That's why it's a good idea to include at least two or three strong testimonials from other satisfied subscribers on your sales page.

You can also include other forms of proof as applicable, such as screenshots, photos (such as before and after photos), videos and so on.

➤ **Create call to action (with a sense of urgency)**

Once you get to this point, your prospect should be REALLY excited about the package. He should be imagining using the products and getting the benefits you've promised.

So now you need to tell your prospect exactly what you want him to do next. This is referred to as your call to action.

Your call to action may look something like this:

Decent Example: "Your next step is easy - just enter your first name and email address in the form below and you'll get instant access to the first six products, for free! Then every week thereafter you'll get access to another product..."

That's a decent call to action. However, what's lacking is that it doesn't include a sense of urgency. In other words, there's no reason for the prospect to act RIGHT NOW. And if you don't give a prospect this sense of urgency, they'll just bookmark your page and promise themselves they'll come back later.

Except they won't come back later. Life will get in the way, they'll forget and you'll lose a subscriber. So that's why you need to give them a good reason to act now, such as by reminding them this is a time-limited event.

Better Example: "But hurry, because this offer ends in 72 hours - and you'll kick yourself if you miss out - so subscribe below now to avoid disappointment!"

➤ **Insert subscription form**

This is where you copy and paste the code into your source file, as instructed by your mailing list/autoresponder service (e.g., Aweber.com or your chosen service provider).

➤ **Sign off**

The sign off is something like, "Sincerely, [your name]."

➤ **Postscript**

Your P.S. sits at the end of your letter and looks a bit like an afterthought. But it's actually one of the most important parts of your letter, because it's one of the most-read parts. As such, you need to present a big benefit here and/or reiterate your call to action.

Example:

P.S. This package makes it quick and easy for you to start your own profitable business. And if you act today, you can get everything you see on this page for FREE - so subscribe now before it's too late!

In sum, the goal of your sales letter is to let prospects know WHY they should join your list as soon as possible. You do this by telling them all about the benefits of the package, and then you close with a call to action.

Once this sales page is ready to go, then you can start advertising your offer. Read on...

## Advertising the Offer

The whole point of using this strategy is because it gives you the opportunity to recruit marketing partners who'll send you tons of free, targeted traffic to help you quickly and easily grow your list.

These marketing partners come in one of two flavors:

- 1. Joint venture partners.** These are the folks who both contribute to your package as well as help you promote. In exchange, you promote and feature one of their products in your initial autoresponder series.
- 2. Affiliate partners.** If you created the package yourself, then you can get affiliate partners to promote the giveaway event. They use their affiliate links to send traffic to your subscription page. You promote your own products in the initial autoresponder series - and your affiliates get commissions any time their referrals buy the products you're promoting.

Let's look at the idea of using affiliates to drive traffic to your giveaway event, plus what kinds of tools to provide to your affiliates OR your joint venture partners...

## Starting an Affiliate Program

Here's the step-by-step process for starting your affiliate program...

### **Step 1: Use a Payment Processor With a Built-In Affiliate Program**

There are basically two ways for you to run an affiliate program:

1. You can either install and manage your own affiliate script.
2. You can use a payment processor with a built-in affiliate program.

I suggest you go with a reputable payment processor such as [Clickbank.com](http://Clickbank.com).

Clickbank.com is well-known and trusted around the internet by affiliates. That's because Clickbank.com completely tracks and manages all affiliate activity. They even cut the commission checks. Thus it's easy for you to recruit marketing partners who don't really know you – since they know and trust Clickbank, they'll happily promote for you because they're assured of getting paid.

Tip: Clickbank has extensive policies and help documentation listed on their site. Be sure to read all the policies thoroughly before joining. And then use their help files to get your affiliate program set up quickly.

Be sure to set your affiliate commission to at least 50%, as you won't have too many affiliates promote it if you set it any lower. However, Clickbank.com allows you to set it up to 75%. And that's a good idea, because it makes your affiliate program especially attractive.

Tip: Remember, you're getting the most important asset – the mailing list – so make it worth your affiliate's time and effort to promote your offer by giving them a big commission!

## **Step 2: Create Tools for Your Affiliates (and JV Partners)**

In order to make it easy for your affiliates and your joint venture partners to promote your giveaway event, you should create marketing tools for them to use. This may include things like:

- Promotional videos.
- Blog posts.
- Articles.
- Reports.
- Solo emails.
- Banner ads and other graphics.
- Rebrandable reports.

At a minimum, I suggest you create at least one solo email for your marketing partners to use.

Let me give you an example, using bodybuilding as the niche this time...

-----  
Subject: All these bodybuilding secrets... for free?

Hi [First Name],

You want to get bigger. You want to shred the fat so you can see every fiber of those new muscles. And you want to do it all in the quickest, safest and easiest way possible.

Good news - now you can! And best of all you can discover these little-known bodybuilding secrets for FREE!

You see, 12 of the industry's most respect bodybuilders have teamed up to bring you an incredible package of their very best nutrition secrets, lifting tips, and hard-core advice on supplements. Check it out here: [link].

Listen, these aren't skinny guys talking a big game. These are actual bodybuilders who collectively hold 73 titles between them. And now you can get their championship bodybuilding advice - for free - by clicking here.

Do it now!

[Name]

P.S. Whether you want to win bodybuilding championships or just be the biggest guy on the beach, you'll want to get your hands on this amazing package. But hurry, this free offers ends [date] - so click here to get it now before it's too late!

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You'll see that I also mentioned a rebrandable report above. This is a short report that you give to your affiliates that includes links to the offer.

The "rebrandable" part comes in because you can use a tool like [ViralPDF.com](http://ViralPDF.com) to allow affiliates to change all the links inside the report to their affiliate links. Thus they can distribute this report and earn commissions when their referrals purchase one of your paid recommendations.

### **Step 3: Advertise Your Affiliate Program**

Your next step is to start building your affiliate program. Here's how:

- **Invite affiliates into your program.** The best affiliates aren't really trolling around the internet looking for affiliate programs to promote. That's why you need to seek these marketing partners out yourself and ask them to join your affiliate program.

How? By using the EXACT same method I described earlier in this report for finding and recruiting JV partners. Indeed, the same people who're potential JV partners will make good affiliate partners, too. The only difference is that your affiliates don't have to contribute a product to your package (and of course they get paid commissions when their referrals buy anything).

- **Get your package listed in the Clickbank.com marketplace.** You'll be able to do this from inside your Clickbank.com account.
- **Tell your social media contacts.** Post it on your Facebook.com wall, make a tweet about it on Twitter and tell your contacts on any other social media site of which you're a member.
- **Recruit partners on the Warrior Forum.** You can do so in the JV forum, located here: <http://www.warriorforum.com/warrior-joint-ventures/>.
- **Advertise it on other marketing forums.** Depending on the forum, they may have a special place to post your JV offers. Otherwise, where allowed, post it in your forum signature files.

#### **Step 4: Remind and Motivate Marketing Partners**

If you're running a time-limited giveaway event (such as an event that only runs for a week or two), then it's important for you to remind all your marketing partners to send advertisements to their list, blog about the event, etc.

One way to keep in contact is by having an affiliate's blog where you post announcements about the event.

An even better way to keep in touch is by creating a mailing list for your marketing partners. That way, you don't have to rely on them remembering to come back to your blog. Instead, you can just send them announcements as needed.

Here's an example reminder email that you can modify and send to your affiliates or JV partners...

-----  
Subject: Are you ready to mail out on [date]?

Hi [First Name],

The [name of event] Event is coming up fast - we're launching in just three days, on [date]! Are you ready to go?

If you need a copy-n-paste solo ad, you can pick one up here in the affiliate tool center: [link]. You'll also find banner graphics and blog ads to use.

Remember, you'll get 75% commissions (that's \$75!) for every one of your referrals who purchases the backend promotions. Those commissions are going to add up fast, so be sure you get a mailing out first thing on [day] morning!

If you have any questions or need extra tools, don't hesitate to contact me [contact info].

Let's go make some money!

[Name]

P.S. This event ends [date], so you'll want to get at least a couple mailings in before it's done!

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You can send these types of reminders out several times in the two weeks leading up to the event, as well as during the actual event itself. You can also send out a final email after the event to thank everyone for their hard work.

Whether you're using joint venture partners or affiliate partners to get targeted visitors, you should get a boatload of traffic without any upfront cost to you. However you don't need to limit yourself to these methods. Read on...

## **Tapping Other Free Traffic Sources**

Yes, technically you could promote your entire event just with the free traffic you're getting from your marketing partners.



Indeed, this whole giveaway strategy is based on the fact that your marketing partners will generate a ton of free traffic for you. Nonetheless, you certainly don't need to limit your traffic to those visitors you get from your marketing partners.

You can grow your list even bigger by using these advertising methods, too...

### ➔ **Tell Your Contacts**

Simply put, you need to tell everyone you know about your offer. This includes:

- Emailing your existing list. You can even use the email I gave you earlier in the "affiliate tools" section.
- Blogging about your offer. If you don't yet have a blog, you can get free software at [wordpress.org](http://wordpress.org).
- Telling your social media contacts about your offer (such as on Facebook.com and Twitter.com).

In all cases, you should tell your contacts to share your offer links with their friends.

Example #1: You might post a tweet like this (note that "RT" = re-tweet):

The Great Marketing Giveaway starts tomorrow at [link] - tell your friends and RT!

Example #2: Or you might include a line like this at the end of an email:

Do you know someone else who'd love this giveaway event? You can be the hero by forwarding this email to them today!

### ➤ **Use Forum Marketing**

Another great way to spread the word about your offer is to include it in your signature file on niche forums.

Example: If you're giving away a bodybuilding package, then you'd visit bodybuilding forums and include it in your signature link when you post.

But there is a right way and wrong way to do it.

Truth is, if you do it the wrong way you can get banned from a forum. So read and follow these steps for finding suitable forums and advertising on them the right way...

### **Step 1: Find Suitable Forums**

Go to Google and search for your niche search terms (like "bodybuilding" or "online marketing") along with forum-relevant search terms.

Examples:

- Online marketing forum
- Online marketing discussion board
- Online marketing phpbb
- Online marketing snitz
- Online marketing discussion forum

Be sure to only choose forums that are visibly busy, meaning dozens of active members and new posts each day.

### **Step 2: Read the Rules and Register**

Not all forums allow you to use signature files at the end of your posts. As such, be sure to read ALL the forum's rules. Once you've done so, you can register and fill out your profile information.

Here are two tips to build trust:

- **Use your real name.** You're more trustworthy if you don't hide behind an obviously fake alias, like "BigGuns22".
- **Post a photo of yourself.** People like to put a face to the name.

### **Step 3: Become a Community Member**

This is a community, not just an ad board for you. That's why you need to become a real member of this community by engaging members in discussion, posting helpful content and answering other people's questions.

Here are tips to help you develop a good reputation:

- **Don't post one-liners.** This makes it look like you're trying to boost your post count (to boost credibility) or that you're trying to get signature file exposure.

- **Don't link to your sites from within your posts.**

Example: Don't say "I just wrote an article about this on my blog - check it out here." Instead, just share the information directly in your post without ever mentioning your site.

- **Don't point to your sig file from within a post.**

Example: Don't say "check out my sig file," because that's a quick way to get banned on many forums.

#### **Step 4: Use a Signature File**

The signature file is composed of the few lines of text that automatically gets added to the end of each of your posts. Basically, this is your chance to post an ad on the forum.

Example: How much you would pay to discover what six top marketers know about creating an amazingly profitable six-figure product launch? How does FREE sound? Put your wallet back in your pocket and click here to learn these secrets!

#### **Step 5: Look for Other Ad Opportunities**

Posting a signature file on a niche forum usually isn't the only way to leverage the site's traffic. Be sure to look for other opportunities, such as:

- Buying banner or text ads on the forum.
- Recruiting the forum owner into your affiliate program.
- Posting an article or ad. Some forums have "member classified" sections or even places where members can post an article.

#### **➤ Encourage Word of Mouth Advertising**

If you've put together a great package, then people will naturally tell their friends about it. However, you can help further boost this word of mouth traffic in the following ways:

- **Install a tell-a-friend form on your site.** You can post this at the bottom of your squeeze page as well as on the download page. Be sure to create an actual call to action, such as "Tell your friends about this offer by using the form below – they'll thank you for it!"
- **Encourage new subscribers to tell their friends.** You can make this reminder right in the very first email you send to your new subscribers.
- **Use social media badges.** One good example is putting a Facebook "like" button and "share" button your page. When people use these buttons, their Facebook friends will see your offer.
- **Tell your subscribers about the affiliate program.** Again, you can do this from within the emails you send them. You can also post this information on your download page. You may even give them a rebrandable report to share with their friends.

Point is, you'll make it more likely that people will share this offer with their friends if you provide specific calls to action along with tools to make it easy to share.

## Quick Recap

You've just learned how to drive traffic to your offer using affiliates, forum marketing, your existing contacts and through word of mouth advertising.

Give yourself a pat on the back, because your giveaway event is now officially a big success!

So let's wrap things up...

## Conclusion

Congratulations – you now know everything you need to know about creating a giveaway event then adds loads of targeted, responsive subscribers to your mailing lists!

Let's recap what you've learned:

- ✓ **How to create a successful giveaway.** Here you learned all about the magic twist that ensures you're creating a list full of responsive, eager subscribers rather than freebie seekers.

- ✓ **How to create the package.** Here you learned you can do it yourself, outsource it or have your joint venture partners help you create it!
- ✓ **How to make money on the backend.** You do this not only through the follow-up emails you send, but also by embedding related paid offers within your actual products.
- ✓ **How to craft a compelling squeeze page.** Here's where you learned how to persuade even reluctant visitors to join your list.
- ✓ **How to get targeted eyeballs in front of your offer.** The best part of this strategy is that it generates free traffic for you! Not only do your affiliates and JV partners create this free traffic, but your subscribers will buzz about your event, creating a viral effect!

By now you should be pretty excited about what a giveaway event can do to bring free traffic to your site, build your list and make money for you on the backend.

So now there's just one thing left for you to do – take action!