

How To Get Rich Giving Away Something Free

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How To Get Rich Giving Away Something Free

The best of all worlds is to have a product you can give away free and still make money. That world exists. The product need not be expensive or elaborate. It can be something simple - a sticker with a happy face, a pen with a logo, or some other intriguing item.

This marketing approach is excellent because you can give the product away, charging the recipients only a nominal fee for postage and handling. If you price your shipping fees correctly, you can make thousands of dollars a month.

So how do you let people know about the gifts you have waiting for them? The best way is by placing classified ads in national magazines, an enormously successful method. Small classified advertisements in such national publications as Popular Mechanix, and The National Enquirer produce excellent returns on such items, National publications such as these sell millions of copies each week or month. Even a tiny return from this kind of large readership means thousands of dollars in your pocket. One advertiser noted his ads have generated returns of seven times the cost of the classified ad. Other advertisers have done even better.

To put together your own ad, begin by studying the classified ads in these national publications. Study every issue you can find.. Note the ads that show up issue after issue. These marketers have created a money-generating format, and they're taking full advantage of it.

Study the long-running ads. Note that they're short, but they contain a nugget of appeal that makes you want to send your money immediately.

Now try drafting your own ads. write several versions that you can try in different national publications. The ad should be simple but hard-hitting. You want the reader to respond immediately. Use the words that create an attractive picture of your product for the reader.

You don't have to charge much for your giveaway product. Aim for high sales volumes at low prices, a proven technique in this market. If you come up with an ad that grabs reader's interest, the money will flow your way.

The technique of advertising giveaway products that people can receive for the cost of postage and handling has proved so successful that there's even a magazine devoted to showing off the free items that are given away by companies throughout the

country. This 32-page bimonthly magazine is called Freebies. It is chock full of these free-for-postage-and-handling items. For a copy of the magazine, information about listing your product, and a rate card, write to Freebies, 407 State St., Santa Barbara, CA 93120. (805) 962-9135.