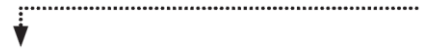


The Ultimate Guide on How to Use the POWER of Others to Market and Sell for You.

**O**



**offer something for free**



**By Greg Jameson**  
author of "Amazon's Dirty Little Secrets"

## Offer Something For Free

The first module of this series spends a lot of time talking about getting plenty of traffic to your site. Now that they are there, what is your objective? *It shouldn't be to make a sale the first time they visit your site, it should be to have them give you their name and contact information.* Amazon spent their first five years without showing a profit because they were more interested in building their market than in making a quick sale.

But the question arises as to why someone should give you their information – what's in it for them? Why would someone provide you with their name, email address, and phone number (after all, you might call them or send them a bunch of emails!).

The answer of course is that you should give them something of value in order to entice them to give you this information. This is often called “link bait”. And it has to be significant – a coupon for 10% off will probably not get you many names.

But the most amazing thing about giving away something of value is the word of mouth it generates – truly getting others to market for you.

This series, of course, is about Amazon, so what does Amazon offer for free? Most notably, they provide free software called “Kindle for the PC”. You don’t need a Kindle, just install the software on your PC and you can read eBooks right on your computer. Of course, Amazon would love to sell you those eBooks!



\*If you are a non-U.S. customer, book availability may vary.

- **Sync to Furthest Page Read:** Our Whispersync technology automatically syncs your books across apps, so you can start reading on one device with the Kindle app installed, and pick up where you left off on another device with the Kindle app installed. You don’t need to own a Kindle to use the app, but if you do, Whispersync also syncs your Kindle books between your apps (including the Kindle for PC app) and your Kindle devices.
- **Look Up Words:** Use the built-in dictionary in the Kindle for PC app to look up the definition of words without interrupting your reading.
- **Search in Books:** Search inside any book to find a topic, character, or section you want to revisit.
- **Look Up Book Facts:** Access descriptions of characters, important places, popular quotes, and themes from Shelfari, the community-powered encyclopedia for book-lovers.
- **Personalize:** Switch to full-screen reading mode, choose your background color, and adjust the brightness of your screen from within the Kindle for PC app.
- **Read e-Textbooks:** Choose from a large selection of e-textbooks to read with the Kindle for PC app and avoid the hassle of carrying around heavy textbooks.
- **Take Notes:** Highlight, take notes, and add bookmarks in any book.

Amazon also offers their cloud player for free.

The screenshot shows the Amazon Cloud Player for PC download page. On the left is the Amazon logo. The main content area includes the title 'Amazon Cloud Player for PC [Download]', the developer 'Amazon Digital Services Inc.', a star rating of 4.5 from 767 reviews, and a price of '\$0.00'. A 'Buy and download' button is visible on the right. Below the price, there is a note: 'Sold by Amazon Digital Services, Inc. Additional taxes may apply. By placing your order, you agree to our Terms of Use. Game and software downloads are non-returnable and non-refundable after purchase. Note: Currently, this item is available only to customers located in the United States and who have a U.S. billing address.' The platform is listed as 'PC' and 'Mac'. The download size is 32 MB and the time is 1-2 minutes on broadband. A note states: 'You can access this item in your Software Library. The number of computers eligible for installation may vary.' A list of features includes: 'Lets you play, manage and download all your music with ease and convenience', 'Incorporates "smart" features to ensure that you get the most out of your music experience with the least amount of effort', 'Cloud Player for PC is fast. It'll get you from launch to play in seconds', 'Simply launch Cloud Player for PC and we'll add your iTunes, Amazon and Windows Media Player music for you. Now you can finally play all your music from one place.', and 'Cloud Player for PC detects and adds new music to your library even if you bought it from iTunes or ripped a CD. Your music library will always be organized and up-to-date.'

Of course, Apple does this with their iTunes software as well – iTunes is free, but they would love to sell you music and sound files to play on it. This is

similar to printer companies selling printers for less than \$100 but selling ink cartridges for half that amount every time you run out of ink. Many well-known products and websites today incorporate some form of free.

Amazon also has a program called Amazon Vine. This allows Amazon to give away a large number of products free of charge. Publishers, manufacturers and vendors can allow Amazon to give away their products in exchange for letting customers review products. Only customers who have been invited into the program can participate, but they can earn free product in this fashion. The supplier gets more reviews for their products, and the customer generates words of mouth.

### [Cyberbase Trading Post](#)

My first experience with the power of free came as the result of an experiment. I was a Scoutmaster and needed to create some certificates for some of my scouts who had just gone through the troop-level junior leadership training program to show that they had completed this course. Since I knew how to program in ColdFusion, and a new tag had come out that allowed you to generate PDF files on the fly from content that you supplied, I decided to put together a quick little program where I could enter in the name of each scout and have the program generate the certificate for me.

This little program ended up doing what I needed it to do, so I decided to share it with a few of my adult friends who were also involved in scouting. I emailed about 20 people and sent them a link to my certificate program asking them what they thought about this and to let me know if they found it useful. Within 24 hours I started receiving emails from all over the world thanking me for putting this program together and giving me unsolicited testimonials like:

*I love this program. I will enjoy using it for different awards not only for Scouting, but for recognizing area businesses. Thank You.*

*LOVE THIS SITE! THANK YOU!*

*Thank you for this boon. I am promoting it heavily at my Roundtable.*

*I have forwarded this website to many other Scouters.*

*Incredible website. I recommend it to everyone in Scouts.*

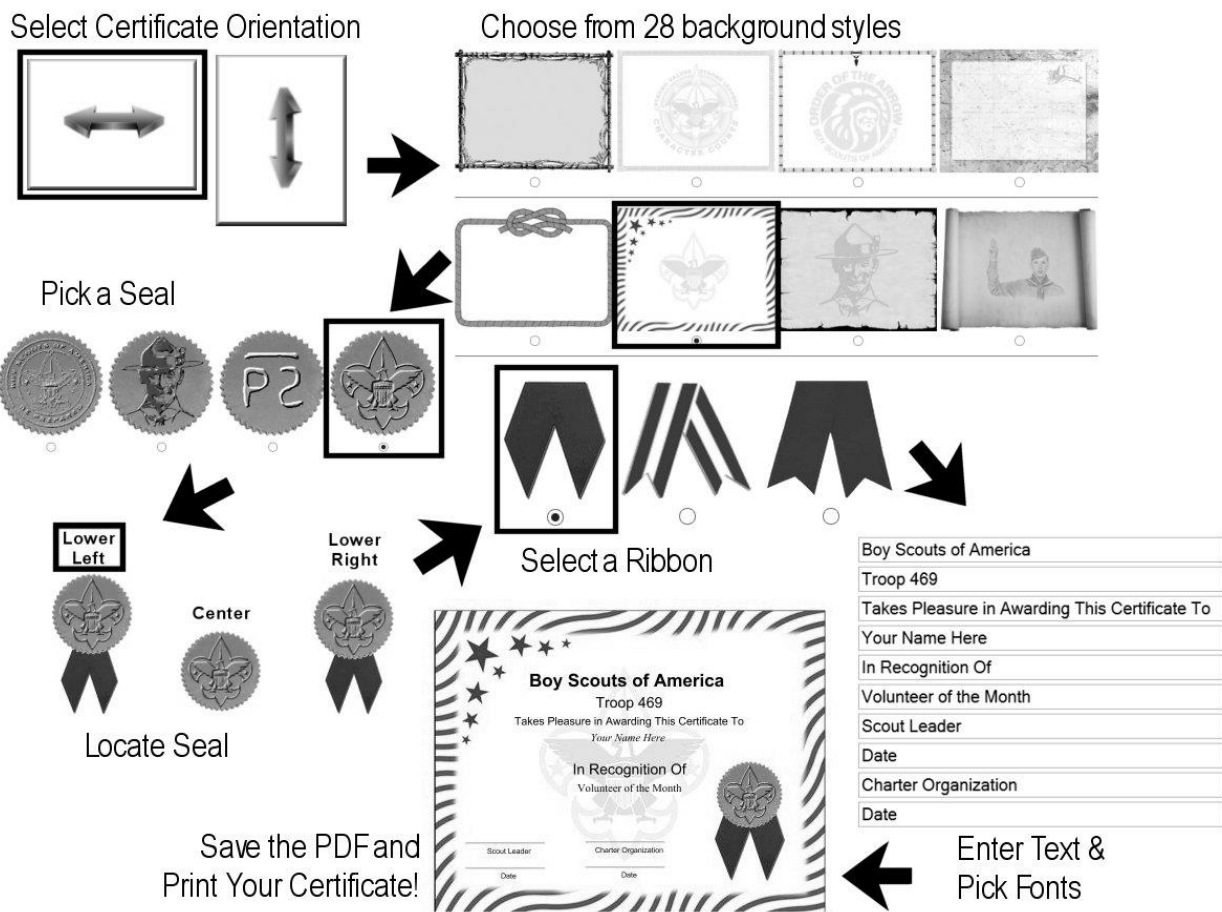
*Very cool idea, I am sending the web address to my council's Sr. District Exec to be passed on to all other units in the council.*

*This site was recommended by other leaders and I viewed the certificates they made and was very impressed. Thank you.*

I appeared to be on to something and didn't even know it. In the Internet world, this is known as viral marketing. Essentially it is a digital form of Word of Mouth. You need to create something that people want to share with others.

I quickly modified the program to allow users more flexibility. The steps involved in creating a certificate involved:

- Choosing between a vertical (portrait) or horizontal (landscape) orientation
- Selecting one of about 70 background styles
- Picking the style of “seal” you wanted to use, a ribbon color, and the placement of the seal
- Entering the text, fonts, and sizes you desired for each text box



From this information, the program would generate a custom PDF that you could then print on your own printer. However, before the certificate was displayed as a PDF file, a small message would appear that said *“Hey! Cool Certificate. In order to print your certificate, please provide us with your email so we can send you a link.”* The user would then have to enter their email before printing their certificate. Since the work of creating the certificate had already been done, most people were happy to enter their email – I did receive a few bogus emails, but I’d present the certificate – the link was just emailed to them as a backup.

Suddenly, I began getting as many as 30 to 40 email addresses every day. I thought I might get in trouble with the Boy Scouts for creating this program, but instead, they featured me on their official Blog with a link to my website! I began getting people from the National Scout Office using the program as well.

I modified the final screen again, saying “If you enjoyed using this program, please consider making a small donation to help me keep this site open and free of charge”. Then I put in a PayPal donate button – and I started getting donations – sometimes for as much as \$50. You read that right – fifty, not five. Clearly you could buy a nice plaque for less than that, much less creating a certificate on your own. I later designed some custom –made certificate frames and allowed the user to order a frame for their certificate if they wanted to. I have never charged for this program – donations and purchases

are totally optional. Five years later I continue to have people use this program every single day from countries all over the world. Giving something away for free can be big.

But the thing is, you have to give away something that is valuable enough that your visitors will willingly provide you with their email addresses so that you can continue to market to them. I now have thousands of email addresses of scouters. But if I had simply put an input box on my website that said “join my mailing list” or “sign up for my newsletter”, how many emails do you think I would have gotten? Very few.

## Case Studies

### Vista Print

Vista Print gives away free business cards. The cards are of good quality and you only pay shipping. Unlike many free offers, the shipping is reasonable – they aren’t trying to pay for the cost of the cards by raising shipping fees. Instead they are trying to recover the cost of the free business cards by printing a small promotion on the back of the cards with their website address – helping to spread the word about their company. Not only do they get exposure this way, but people love to talk about how they got their business cards for free.

Of course you can upgrade to a premium card for a reasonable fee, which removes the VistaPrint branding from the back of the card. And you can order all sorts of other business-branding items from them including brochures,

postcards, letterhead, etc. – all of which they try to upsell you on during checkout (more about that under “Request an Action”.)

#### [Elizabeth Country Corner](#)

Can't think of what to give away for free that offers enough value? Try using the power of others – and let them give away something for free on your behalf! That's what Elizabeth Country Corner does once a year with its annual animal swap. As a feed store, they host an animal swap in their parking lot where people from all over the area can come and unload their unwanted pets – cats, dogs, rabbits, and even horses. And people come to claim their “free” pet. Not only is this great publicity for the feed store, but the ingenious thing about this is that after someone picks up their free bunny or cat, then they go inside the store to buy food, shavings, cages, and toys for their new pet!

#### [Skype](#)

When people think ‘Skype’, they usually think ‘free calls’. That's because Skype-to-Skype voice calls, video calls and group calls on your computer are absolutely free. So how does Skype leverage this to make money? They have upgraded or premium services including Skype to land-line calls, monthly subscriptions, and group video. But their basic free service is enticing enough that 31 million people have signed up and end spending an average of \$96 year per user.

#### [Jib-Jab, Elf-Yourself, and eCard sites](#)

There are numerous sites that allow you to upload photos and text, then create some form of greeting that you can send to others. We've all seen these sites, and they become viral as a result of people sharing them with their friends.

So what can you give away that will entice people to give you their email addresses so you can market to them?

Perhaps you sell fabric – how about providing a free pattern they can download? Or maybe you sell woodworking tools and could provide free plans for building a rocking chair? How about a free (downloadable) movie about your niche? Notice none of these actually cost you any money, because they are downloadable digital files. You could certainly offer free physical goods, but that would cost you money both for the product and the shipping. Think creatively! Look back at the example of the YMCA in the Facebook section of this book. Often people end up offering a “white-paper” or eBook. Those items are over-used. Try to come up with something relevant to what you do that truly adds value to someone and you’ll be pleasantly surprised at the results.

What about a drawing for a larger ticket item? People would love to get a TV, digital camera, or even tickets to the super bowl. You probably can’t afford to give away an iPad for every email address you collect, but if the prize is large enough and the odds are good enough, people may give you their email for a chance to win something of value.

### Get them to fill out an application!

One of the biggest mistakes retailers make on their websites is thinking that someone is going to buy from them on their first visit. This would be like

getting married on your first date. You are far better off getting their email address when they visit so that you can follow up with them later.

If 1% of your visitors buy on their first visit, but 10% are willing to give you their email because of something you are giving away, you just increased your chance for a sale by 10 times! That is why I recommend simply trying to sell a first time visitor on filling out an application rather than on making a purchase. If you are a wholesaler that sells to retail establishments, your goal should be to get them to fill out an application to become one of your approved resellers.

Yet almost every B2B (business to business) website I see, act just like most consumer sites, trying to sell products. What they should be doing is trying to sell themselves and why someone would want to retail their products. This is the old radio station acronym: WIFM (What's in it for me?). Even though Amazon is a retail site, the ideal wholesale site would behave like Amazon, with a home page that changed for a first time visitor to something more relevant for a returning buyer.

Of course, offering something for free to the first time visitor as a way to get them to fill out your dealer application is still valid, even for B2B purchasers. Perhaps your Home Page for these visitors would include an offer for a free

sample product upon approval of their application to become a reseller of your products.

In my previous book, “Grow Your Online Sales”, I discussed how the policy pages on your website should talk about why someone *should* do business with you, rather than (like most policy statements), why they shouldn’t. The same applies to your dealer application – make sure that both the copy on the page and the application itself are selling the prospective dealer on why they should be doing business with you.

**Example:**

This is a real wholesale application form that is typical to many websites.

*In order to buy at wholesale you must meet the following minimum guidelines...*

*1) You must buy the minimum of \$XXX per order in order to buy wholesale*

*2) You must be buying the product for resale (federal tax-id AND sales tax number required) not for own use but to sell to others*

*3) You must provide ONE of the following...*

*A) Your tax id number*

*B) Articles of incorporation*

4) *You must provide ONE of the following...*

*A) A photo of your retail establishment (a store front photo and inside your store)*

*B) A copy of your published catalogue or brochure*

*C) AURL location of your active e-commerce website*

5) *You must provide, in your first year, proof that you are promoting our line of products.*

6) *In order to retain your wholesale account you must do the following.*

*A) In your first calendar year buy at wholesale at least \$XXX*

*B) In your second calendar year and thereafter buy at wholesale at least \$XXX*

7) *You must pay your invoices in a timely manner. Most lower volume resellers must pay for goods in advance by credit card or other payment.*

8) *Understand and agree to the shipping policy.*

**What if you re-worded this to show the prospective buyer that by working with you, they stand to make a lot of money?**

*Our resellers form the core of our business and we are excited that you would like to represent our products! To protect our resellers, we have certain guidelines that allow you to purchase from us at wholesale including:*

- 1) *Minimum orders of \$XXX per order insure that not just anyone can buy at wholesale.*
- 2) *Federal tax-id and sales tax number so that you can resell the product at margins that increase your profits.*
- 3) *Please provide ONE of the following so we can verify you as one of our partners...*
  - A) *A photo of your retail establishment (a store front photo and inside your store)*
  - B) *A copy of your published catalogue or brochure*
  - C) *A URL location of your active e-commerce website*
- 4) *When you buy at least \$XXX worth of wholesale product in the first year, this indicates that we are helping you be successful and that it makes sense for both of us to continue our relationship with an active account.*
- 5) *Once we have an established relationship, we welcome the opportunity to discuss payment terms other than credit cards.*
- 6.) *As consideration for you taking the time to fill out our reseller application, we would like to send you a sample product from our catalog at no cost so you can evaluate the quality of our offerings.*

Which of these do you think is more likely to influence a prospective company to do business with you?

## Mobile Apps

We've all heard that everything is going mobile, and that mobile apps offer a stronger engagement than just a mobile website does. Amazon has certainly embraced this philosophy, providing a number of apps for free for their users. These include:

- Amazon mobile
- Amazon MP3
- Kindle for Android
- IMDb Movies and TV
- Audible for Android
- Amazon Local
- Goodreads
- MyHabit
- Amazon App Store for Android
- AmazonFresh
- Amazon Cloud Drive Photos
- AWS Virtual MFA
- Amazon Santa
- Zappos
- Diapers.com

- Wag.com
- Soap.com
- AWS Console
- Web App Tester
- Amazon WorkSpaces
- Evi
- Amazon Local Merchants
- comiXology

You may not need as many mobile apps as Amazon, but offering a free app for your business may make sense. So how do you get an app for your business? Certainly you can contract someone to build you one, but finding someone who actually know how to build one and can get your app listed on the major distribution platforms (iTunes, Google PlayStore and Windows Phone), requires someone who really knows what they are doing.

If you are going to build an app as your free giveaway, your app must do something more than just display your blog posts, or you will not engage with your customers and they will cease to use it.

It is possible to build your own app, using online tools such as [ibuildapp.com](http://ibuildapp.com) or [appsmakerstore.com](http://appsmakerstore.com). There may be other alternatives to iBuildApp and AppsMakerStore, but this is a good way to get started. Some of the features that you can include in your own app when using these tools include:

- An online store
- HTML pages
- Web page
- RSS/Atom Feed
- Video List
- Events
- News
- Audio Stream
- Video Stream
- Photo Album
- Ebook
- Twitter
- Facebook
- Google Maps
- Google Calendar
- Tap to Call

- Tap to Email
- Contacts
- Take a picture
- Custom form
- Coupons
- QR Code
- Calculator Fan Wall
- SoundCloud
- Custom module

**Other examples of free:**

**Music** – If you are a musician, perhaps you should give away some of your music. Not all of your music, but not just a teaser – give away an entire song.

**Instructions** - Another freebie that I gave away on Cyberbase Trading Post was instructions for building a fake campfire. I included a video of how the completed fire looked in action. The components that made up the fake campfire were (and are) of course available for sale on my site.

**Food** – Giving away food samples is common place when you are physically present, but what if you were to give away samples on your website? Physical goods are a challenge compared to digital products. Everything we discussed so far (software, books, certificates, music, videos, instructions, etc) are easy

to give away because you can provide them as a digital download. But what if you sell only physical goods, especially ones that provide shipping challenges like refrigeration or weight considerations? You might still be able to offer your physical product and charge for shipping, but there is something else for you to consider:

### **Create a Digital Product**

When I first started doing ecommerce websites, I was under the impression that real online stores sold real physical products. I have come to the realization that this is not true. I wanted to concentrate on helping people sell products that you would purchase in a brick and mortar store, like a gift shop. Many of my peers were simply selling “information products”, which didn’t seem like a real business compared to packing up a product and shipping it out. What I’ve come to realize is that many of the things that we take for granted as digital files today were once only available as physical products. In the not too distant future, 3D printing is going to make many other products available for digital downloads – perhaps even food! Here is a blog post I wrote about this technology:

It has been a few years since I’ve been involved in the CAD or Computer Aided Design Industry, but I recently visited Autodesk. While there, I was taken on a tour of their design gallery and shown a 3D printer. I am usually asked to speak about eCommerce and selling your products on the Internet. So what is a 3D printer and what does it have to do with eCommerce? Perhaps a lot, as I’ll soon discuss.

Since 2003 there has been large growth in the sale of 3D printers. I've seen shows and videos about 3D printing technology before, but had never seen an actual object printed in 3D. A primary difference between 3D printing and traditional CAD/CAM technologies is that it is an additive process rather than a subtractive process. Size is not an issue – while at Autodesk I saw printed parts that required a microscope to reveal the workings of a watch sitting next to a full size motorcycle that had been printed in 3D. Even an entire car, the Urbee, has already been printed in 3D.

3D printers can be used to create virtually any object directly from a computer aided design. The technology has been described as *a machine that can turn a blueprint into a physical object*. Feed it a design for a wrench, and it produces a physical, working wrench. Or scan a coffee mug with a 3D scanner, send the file to the printer, and produce thousands of identical mugs.

While even today there are a number of competing designs for 3D printers, most work in the same general way. Instead of taking a block of material and cutting away until it produces an object, a 3D printer actually builds the object up from tiny bits of material, layer by layer. Among other advantages, this allows a 3D printer to create structures that would be impossible if the designer needed to find a way to insert a cutting tool into a solid block of material. It also allows a 3D printer to form general-purpose material into a wide variety of diverse objects.

Because they create objects by building them up layer-by-layer, 3D printers can create objects with internal, movable parts. Instead of having to print individual parts and have a person assemble them, a 3D printer can print the object already assembled. Of course, a 3D printer can also print individual parts or replacement parts. In fact, some 3D printers can print a substantial number of their own parts, essentially allowing them to self-replicate.

Because of my involvement in the green industry and my background with using AutoCAD for landscape design, I was joking with the Autodesk employees about being able to print a flower or shrub in 3D. No, this isn't possible yet, but you can print with a variety of materials, including plastic, ceramics, glass and metal. Wouldn't it be great if the "ink" or raw materials for 3D printing could come from waste packaging or recyclable stuff like plastic from bottles that most of us have in our homes?

3D printing technology is currently being studied by biotechnology firms and academia for possible use in tissue engineering applications where organs and body parts are built using 3d printing techniques. Layers of living cells are deposited onto a gel medium and slowly built up to form three dimensional structures. 3D printing can produce a personalized hip replacement in one pass, with the ball permanently inside the socket, and even at current printing resolutions the unit will not require polishing. The **first human vein** has already been created with 3d printing. If that is possible, printing a plant in 3D may just become reality.

So back to the question, what does all this have to do with ecommerce? We are already accustomed to many digital downloadable products from music to books. Certainly a manufacturer could create made to order products with this technology, but these machines currently start at about \$19,000 dollars and go up to well over \$100,000. What if the price of a 3D printer drops to where they become as common as 2D printers? Then, you simply download a design, and print the product yourself! Imagine going to an online store and using a visualization program, the store shows you what a pair of shoes will look like on yourself. If you like what you see, you download the 3D file, specify your shoe size and desired color, and print out the shoes to wear that very evening.

The technology exists for us to do this today! In fact, Continuum Fashion and Shapeways have already launched the world's first fully 3D-printed bikini. The N12 bikini is named after nylon 12, a strong yet flexible material that can be printed as thin as 0.7 millimeters without breaking. (It's also waterproof, with a texture said to resemble seashell when wet.) The bikini comprises circular plates, each varying in size based on the curvature of the would-be wearer's form.

Did you ever see any of the Star Trek episodes where they used a device called a replicator to produce a cup of hot tea? The personal communication device or flip phone was created as a result of the imagination of Star Trek, and it appears that a replicator is not far behind. Recently, MakerBot Industries raised \$10 million in venture financing. The cost of a **Makerbot Thing-o-Matic** is already down to \$1299. It'll be interesting to see how their new investment could lead to even further price reductions in the short term.

We are at the early stages of this technology. The Makerbot is akin to what the Apple I was back in the early days of the personal computer – basically a kit for technology hobbyists while commercial 3D printers and the raw materials for printing are expensive not unlike a mainframe computer. But it is starting to happen. A prosthetic leg typically costs about \$60,000 and a 3d-printed leg that is more realistic and has more features can be made for about \$6,000, so cost savings are already a benefit.

A California start-up is even working on building houses. Its printer, which would fit on a tractor-trailer, would use patterns delivered by computer, squirt out layers of special concrete and build entire walls that could be connected to form the basis of a house. It is manufacturing with a mouse click instead of hammers, nails and workers. Advocates of the technology say that by doing away with manual labor, 3-D printing

could revamp the economics of manufacturing and revive American industry as creativity and ingenuity replace labor costs as the main concern around a variety of goods. In other words, we could eliminate our dependency on China for manufactured products.

But today piracy affects film, TV, games, apps, news and other digital files as people share everything. We all know what happened in the entertainment industry – it was easy to copy files and, as a result we did just that. What if you have a copyrighted design that is suddenly shared on the Internet? It is impossible to foresee the long-term impact of 3D printing. But the technology is coming, and it is likely to disrupt every field it touches.

An evolution of our economy is about to dawn - everything that is made by any company in the world can be stolen, uploaded and shared for people to print at home. Our entire economy as we know it may be at its end. Something new is about to happen, and we get to live during this time of change.

As you can see, it will soon be possible to simply send physical product designs like you send a fax today. Eventually, everything may become digital. Until then, you need to figure out something else that people can download.

Amazon is a great example of selling products that used to be only physical products but are now available as digital downloads – in fact they helped to change the physical products into digital. And they still sell physical products as well (including food in some markets).

## Software

In addition to mobile apps, audio files, video files, pdf files, and perhaps soon, 3D printer files, free software programs can be a great giveaway for your site. While you can certainly find software that has already been developed and is distributed as “freeware” or “shareware”, it is much better to have your own software program that is only available from your website. The software should specifically be related to your industry – although it doesn’t matter much if it is an online application (like the certificate wizard or Google docs), or a downloadable product that you install on your own computer. Games in particular (if they are engaging and fun to play) are a great way to get people to share your content.

Depending upon what you are trying to accomplish with your software, there may be several different methods you can use to have your program written.

- 1) Hire a programmer. Both off-shore programmers and local software engineers will be glad to bid on your project. Writing a detailed, well-thought out specification and scope of work are critical to making this method successful. This also helps you obtain the best price. You can find programmers that moonlight or high-end companies depending upon your needs. To find a developer, look on sites like:
  - a) Elance.com
  - b) Odesk.com

c) Guru.com

2) Software generation programs. Just like app-builders, there are programs that will generate software for you. These will likely be significantly more limiting than code you have written for you, but it may be good-enough to create a free giveaway. Here are a couple of sites to get you started:

a) [http://www.easyfreeware.com/freeware/make\\_your\\_own\\_software.html](http://www.easyfreeware.com/freeware/make_your_own_software.html)

b) <http://www.algorithm2.com/>

## **Conclusion**

Regardless of what you are selling, you need to create a digital, downloadable product. If you sell food, create a product that shows someone how to serve your food at a party. If you sell dog food, create a product that teaches people about healthy dogs. If you sell fertilizer, create a product that teaches people about beautiful lawns. You get the idea.

What you offer for free on your website is an extremely important decision. Don't just throw up another "white paper" – make sure that you are offering something of enough value that people will share what you are offering with others. The idea of a free product offering on your website still need to address the basic premise of getting others to market and sell for you and if your offering is substantial enough, they will share it with others.



## Stimulus Questions

Brainstorm 3 things (either products or services) that you can offer for free on your website.

Calculate by what percentage you would have to increase the price of your product in order to offer free shipping. Or, determine the minimum amount that someone would have to order in order for you to offer free shipping to your customers?

What would I like to receive from my company for free if I were a customer?  
Would I be willing to give you my email address to get that something?

How would Jeff Bezos handle a free offering for your company?

Create a survey with Survey Monkey to ask your 10 best customers what they would like to see you offer for free.

Ask your customers in a follow email to their order what they would like to see you offer for free. For example, would they prefer free shipping or free gift-wrap?

Could you create an incentive or valued-customer program that offers significant value for your customers? For example, amazon Prime offers free shipping, free movies, and selected free Kindle downloads. What things could you offer your customers?

Do you have a mobile app you can give to your customers for free?

Does your free offer lead to potential sales or is it just a way to collect emails?

What software program or digital download could you have developed that would provide a significant value to your customers that is relevant to your business?

**Action Item:** Determine something of significant value that I can offer for free on my site. Here are some of the ideas I plan on experimenting with:



## **Additional Notes**

