

# Billion-Dollar Freebies Strategy

## Unique and Efficient Small Business Marketing Fundamentals to Grow Your Business

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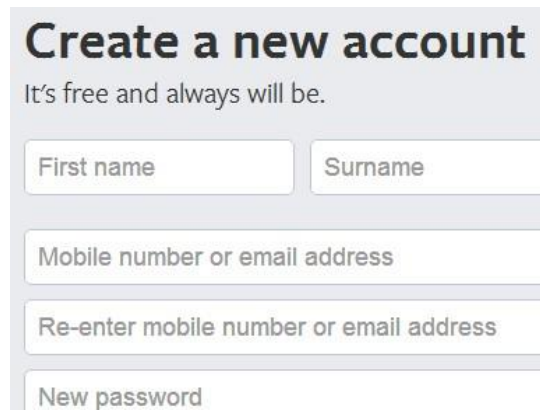
### Leave a Review

I'll be very happy if you can go back to the online channel where you got this book to leave a review. This will go a long way to help the spread of this book. I'll be glad if you do this and I know God will be happy with you.

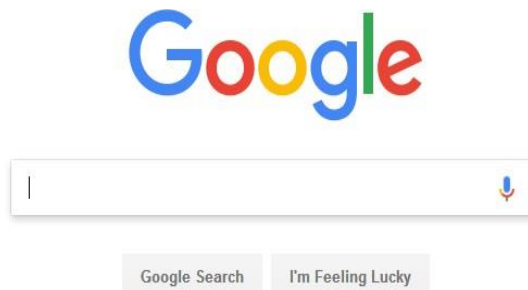
## Section 1: Background Information

### Chapter 1: Introduction

I want you to read this interesting statement on the sign up home page of the world's most popular social media, Facebook:

A screenshot of the Facebook 'Create a new account' sign-up form. The form is titled 'Create a new account' in bold black text, with the subtitle 'It's free and always will be.' below it. The form contains five input fields: 'First name', 'Surname', 'Mobile number or email address', 'Re-enter mobile number or email address', and 'New password'. Each field is a light gray rectangle with a thin border.

I want you look at another captured image below from the magical website of the world's most popular search engine, Google:

A screenshot of the Google search homepage. It features the multi-colored Google logo at the top. Below the logo is a large, empty white search box with a thin gray border. To the right of the search box is a small microphone icon. Below the search box are two buttons: 'Google Search' and 'I'm Feeling Lucky', both in a light gray box with black text.

Can you see the popular search box which I believe you're familiar with? I believe over half of the population of the world should be familiar with that box; it's such a very popular box. That box, I believe, is one of the most magical and most profitable search boxes on the whole of the internet! Yet it is completely free to use by anyone!

Gmail

Images



Sign in

That's not all. I want you to take your eyes to the captured image above; can you see those great links on top of the Google search box page? Those links present further interesting ways Google Inc. has decided in their wisdom to give out free and useful resources to the world!

Now I want you to take some time off to check out this image below, captured from the home page of a major player in ebook distribution business on the internet, Amazon Kindle Direct Publishing.

## Self-publish eBooks and paperbacks for free with Kindle Direct Publishing, and reach millions of readers on Amazon.

**Get to market fast.** Publishing takes less than 5 minutes and your book appears on Kindle stores worldwide within 24-48 hours.

**Make more money.** Earn up to 70% royalty on sales to customers in the US, Canada, UK, Germany, India, France, Italy, Spain, Japan, Brazil, Mexico, Australia and more. Enroll in KDP Select and earn more money through Kindle Unlimited and the Kindle Owners' Lending Library.

**Keep control.** Keep control of your rights and set your own list prices. Make changes to your books at any time.

**Publish in digital and print.** Publish Kindle eBooks and paperbacks for free on KDP.

**Get started today!** Self-publish with KDP for free. [Learn how easy it is.](#)

I hope you noticed this interesting statement: *"Self-Publish ebooks and paperbacks free with Kindle Direct Publishing and reach millions of readers on Amazon"* in that captured image?

Let me take you to another top player in the I.T world, Microsoft Inc. This great company is the proprietary owner of the popular Microsoft Office. A visit to their website also reveals some interesting gifts of free resources to visitors to their websites. I want you to look at the two captured images below:

## Free email from Microsoft

Outlook.com is a free email service built to keep you connected across all your devices.

SIGN UP NOW >



## OneNote

Organize your notes and your life.

[DOWNLOAD ONENOTE FOR FREE >](#)

I want you to read the interesting statement of Mark Coker, founder of Smashwords, a major ebook distributor in the world; it's reputed to be the largest ebook distributor online: "I realized publishers were unable to take risk on every author. This forced them to reject many great writers. So I created Smashwords, a free ebook publishing platform that would help any author, anywhere in the world, self-publish an ebook. By operating free, self-serve ebook publishing platform, I would be able to take risk on every author. Yes, FREE is part of the Smashwords business model too."

Now the big questions are:

1. Why would Facebook make their exciting platform which they spent lots of money and time to set up free to anyone who wants to register and use it? The company even placed an interesting statement on the website sign up page that the use of the website will be free forever!
2. Why would a company like Google started out making their cherished search platform available to everyone free of charge and has maintained this policy till date? I also discovered that this great company is not done yet; they are always ready to push out a freebie to the world every now and then. I will be taking you through the billion-dollar freebies strategy of Google in this book. The story of this company will set the pace for other analysis that will be done in this book.
3. Why would Amazon create platforms like the Kindle Direct Publishing and invites authors worldwide to publish their books on this platform free of charge? Amazon even have a Publish-On-Demand company called Createspace which authors worldwide can use to publish their paperback books, audio CD, DVD and Video downloads.
4. Why would Microsoft invite the world to use their Microsoft Office as a free trial? Why would they create an email service and invite the world to use it free of charge? Why can't they sell outrightly? If they decide to sell outright many would still buy these products anyway as a result of their usefulness and the fact that the company has established a dedicated followership over the years all over the world. Why is Microsoft asking you and I to use its product, One Note free of charge?

This book, Billion-dollar Freebies Strategy has given answers to these questions for you. It will show the hidden intentions of these business giants as they obsessively bring free products and services along your path every now and then for your use. The book will not stop at this; it will also show you how you can begin to do it the way they do it and bring lots of profits, favor, goodwill along your path and your organization.

They have given out free gifts in interesting and alarming dimensions over the years and yet they still maintained their positions as the world's main players and multi-billion dollar organizations in their various markets. The more free gifts they give out, the more money, wealth, promotions and goodwill they receive and enjoy! Is there something they know that you do not know?

I must confess some individuals and companies have discovered this secret and have used it over the years to make lots of money and also to enrich their organizations. You're next in line to start using this interesting and wealth-building strategy called the Billion-Dollar Freebies Strategy. In this book, I have given some background information about the book theme. I also shared a detailed review and analysis of the big players in our world today who're using this strategy.

I went further to check out websites and business operations of top players in various markets to analyze their freebies strategies. I also analyzed some offline organizations. When you read through these analyses, I believe ideas will well up in your mind on how you can also begin to use the freebies strategy in your own business. Every business or organisation should make use of one or more freebies strategy a top priority if they hope to grow their organizations and increase business profits.

## **A Work Area Check List**

I have produced a Work Area Check List after each analysis in section 2. The check list is to help you pick up useful practical ideas for your own use. I want you to benefit maximally from this book. I don't just want you to read the book and leave it on your book shelf, in your phone or on your computer. I want you to pick up ideas that will help you to join the league of individuals and businesses that use the billion-dollar freebies strategy to create wealth for themselves. The Work Area Check List will be of immense benefit to you, please believe me.

I have not seen calculated and dedicated efforts to produce a detailed, step-by-step guide like the one I have in this book to explain the secret especially with focus on the big players.

Remember that the billion-dollar question is still: *Why would Google and other business giants delight in creating freebies with their money, time and resources and give them out to the world to use free of charge and what is the idea and benefits these business strategy can bring to your life, business and organization?*

## ***Chapter 2: Why They Give Out Free Things***

It's simply a marketing strategy. That's the basic truth and I believe that's straight forward enough. Yeah, there are surely individuals and organizations that just want to give out quality free things to the public and not bother themselves about marketing or any profits at all but this group of people is in the minority. Majority of those who use the billion-dollar freebies strategy do so to increase profits and to create wealth for themselves!

Well, it appears I'm getting ahead of myself here. Very soon in this book, you will come to agree with me. So let me just give you a check list of why these wise and shrewd business players religiously give out these freebies.

**1. These "freebies" or "free stuffs," are promotional items!** : You've probably seen businesses give away promotional products all the time, but perhaps you've never thought about how they generate additional revenue. It might not make sense at first glance (after all, businesses are supposed to sell products, not give them away, right?); however, when done correctly, distributing promotional items and giving away free stuffs can actually earn them some money and create wealth for them.

**2. Companies and individuals get more customers from giving away free things:** People naturally will buy products or services from a company because they know they have pretty decent products to offer having tested and enjoyed their free products. People will also naturally want to do business with companies they are already familiar with. Therefore, when more quality freebies go out, more customers are likely to come in.

**3. To create brand awareness:** Some companies and individuals offer lots of dollar services for free just to help build a portfolio or brand that they can use to pitch to others and charge lots of money. People will always want to pay big money for the products and services of a company they're familiar with.

**4. It's a simple way to get people talking about their products, services and companies:** An article in the Journal of Marketing found that people who got a product for free talked about it 20% more. If the freebie you're giving out is of top quality, people will naturally begin to talk about your company. This is good for you and your business as you can always find ways to pull the benefits from this to your advantage and that of your business.

**5. To boost sales:** When these companies notice sales is getting low, they usually create a related freebie and give it out to spark off increased interest in a product and service which sales are getting low. Researchers found out that getting a freebie related to the product prompted customers to talk about it 15% more. It should be noted that coupons and rebates did not make such difference. Consumers love freebies. On the surface, freebies look like obvious money losers. But when handled wisely, freebies are all but guaranteed to boost sales.

**6. They understood marketers' law of reciprocity principle:** It's believed that whenever consumers receive quality freebies, they respond in some surprising and unconscious ways. The net result is often that the companies or individuals handing out freebies are rewarded well for their "generosity." In a study in the year 2005, Randy Garner, a professor of behavioral science at Sam Houston State University, wrote that feeling obligated to reciprocate a favor "can occur despite the fact that we may never have requested the favor in the first place." I once gave out series of free seminar trainings to a school in my country and the following year, the Proprietor of the school reciprocated with a project contract that was worth far more than the value of the free seminars I gave out.

**7. Companies always want to turn their freebies' users into lifelong customers:** According to a new study forthcoming in the Journal of Consumer Research, if an item is thrown in as a bonus freebie when buying an expensive or luxury good, consumers deem the freebie as a higher quality product and are willing to pay more for the item on its own. These companies believe a

freebie tester or user today will one day become a loyal customer. They believe when anyone is given something of value for free today, he'll likely pay more for it later.

**8. To play on the emotional intelligence of consumers:** In a study in the Journal of Marketing, researchers from the University of Miami found that offering a free gift-with-purchase without specifying what the item is prompts people to buy. High-end makeup and perfume purchases both of which use lots of “free gift” promotions which researchers call “affective” - that is, buying it makes you happy or feel good about yourself. This suspense and the expectation of a surprise gift can prompt people to buy.

**9. They use it to break into a crowded and tough market:** When the market is tough and crowded, companies which are coming in with a new product and service always go the way of the freebies strategy. They understood the nature and emotions of consumers - they will always gravitate towards a freebie and if it's of top quality, they give instant recognition to the company.

**10. They use it to attract the attention of the press:** When the freebie is of top quality and lots of people are using and talking about it, then the press will definitely be interested. When the press is interested, more people will come to subscribe to the freebies and also know more about company.

**11. They use it to break monopolies of top players in a market:** The strong hold of top players who has monopolies of a market can be reduced or destroyed with the use of the freebies strategy by a competitor.

**12. They use it to test the market and carry out researches:** Companies also use the freebies strategy to test the market's suitability and readiness for a new product. A good and encouraging response from the market will help them to produce the new product in large quantity. Before we went ahead to publish the print edition of our newspaper, we first of all published a free *News Release edition* and gave them out free asking free subscribers to join our free newsletter by sending their contact information to us. The encouraging responses from this exercise encouraged us to pull resources together to publish the first edition of the full tabloid.

**13. To build a list and form a community of loyal customers:** I just described immediately above how we used a freebie to build a subscribers list for our new tabloid, *Job Zone Newspaper*.

These are some of the reasons why these billion-dollar companies and individuals use the freebies strategies. You will observe the relevance of one, two or more reasons above when I begin to analyze the use of the freebies strategies by top business guns and individuals in Section 2 of this book.

It's your turn to start using this strategy as an individual or as a business entity. Believe me; you are very capable of doing this.

### ***Chapter 3: The Drawing Power of Free Things***

**Note: Get the full book to learn more.**