

20 Ways To Profit With Free eBooks by Priya Shah

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My habit of collecting every free eBook I could lay my hands proved very profitable to me while building my business.

Here are 20 ways that you can use free eBooks to boost your profits.

1. Build Your List

Use free eBooks as an incentive to get more people to join your list.

2. Keep Your Subscribers

Give away a new free eBook every time you mail your list or at least every month, so they have a reason to stay subscribed. Create a subscribers-only eBook library and keep adding new ones often.

3. Get More Affiliates to Promote Your Product

Offer free eBooks and free brandable eBooks as an incentive for join your affiliate program.

4. Sell Customization Rights to Your Own eBooks

If you've written an eBook and have a number of affiliate links in it, you can make more money by selling the customization rights.

5. Back-End Profits

Purchase customization rights to others' eBooks and give them away free to your list. Profit when they purchase something through your links.

6. Become an Instant 'Expert'

Write an eBook on a topic that you know well and give it away to a target market. Once people know you as an expert on your subject, they will be more willing to spend money with you.

7. Grow Your Downline

Offer free eBooks as an incentive to join a program under you. Allow your downline to give away the eBooks as well so they can build their (and your) downline.

8. Become a Leader

Train your team by giving away free eBooks that help them learn how to build their business. eBooks help you save on the cost of ordering printed copies and shipping them to your distributors.

9. Boost Your Website Traffic

Write an eBook yourself and insert your website links in a way that gives your readers a compelling reason to visit your website, either for the resources you offer or an invitation to download more eBooks.

10. Survey Your List

Have a great idea for a new product or eBook, but need to find out if there's a market for it? Create a survey and use free eBooks to entice people to respond. To ensure a good response to your survey, offer two or more eBooks, or a product that you own, or even a download of the product you plan to create as a result of the survey.

11. Get Viral

Give away a free eBook that others can brand with their own links so they will give it away eagerly to

their own lists. Include your own affiliate program, or traffic exchange programs, or two-tier or multi-tier affiliate programs that readers can join through your links, to get most from this strategy.

12. Get Free Advertising

Give away a free eBook that hasn't been circulated much or one of your own products or eBooks to ezine editors in exchange for free ads in their ezine.

13. Get Joint Venture Partners

Make your JV offer more attractive by offering your partners a valuable or unique eBook that you own or have the right to give away.

14. Build Link Popularity

Get others to link to your website by offering them free eBooks or one of your own products. The more links you have pointing to your website, the higher you will rank on search engines and the more traffic you will get.

15. Promote Your Own Products

Offer free preview versions (say, the first few chapters) of an eBook that you wrote to promote it and get more people to buy it from you. Combine this with a rebrander to get a viral effect and increase downloads of your preview version. If you are selling a software product, give away a free report that explains why your software solves your target market's problem and how it will benefit them.

16. Enhance the Value of Your Product

Give away free eBooks as Bonus Products along with your own product to enhance its value. This works best if the bonuses are related to the topic of the product you are selling.

17. Keep in Touch with Your Customers

Send your customers free eBooks often to show them you value their business and remind them of your products in a way they won't object to.

18. Get Testimonials

Offer free eBooks or bonuses to existing customers in exchange for testimonials that you can put up on your sales page.

19. Boost Flagging Sales

When sales are low, create an eBook with discount coupons or special offers and give them away to your customers. You can also use this strategy to boost holiday sales.

20. Revive Your Old Articles

Update or rewrite old articles or sections of your ezine archives and compile them into an eBook to give them a new lease of life.