

# CASHING IN ON GIVEAWAYS

“Internet Marketing Giveaway Overview  
and a **New Profitable Twist.**”

By Todd Gross

[www.FreeMonthlyGift.com](http://www.FreeMonthlyGift.com)



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If you have been involved with Internet Marketing for any length of time there is no doubt that you have discovered an interesting phenomenon peculiar to “I.M.”, and that is “Giveaway Sites”. The exact origin of the IM giveaway concept is uncertain, but one individual is generally credited with conceiving it and elevating the giveaways to a major “must do” event status. Mark Hendricks, known for his “The Internet Marketing Inner Circle”, launched his first giveaway in 2003 as a take-off on the Twelve Days of Christmas, and states this about himself:

*“As you may know, many people credit me with coming up with the idea of those huge giveaway promotions that I started with the first “12 Days of Christmas” promotion on December 1st, 2003.*

*Since then, the idea has been copied by many others, turned into Amazon book launches, and grown into a whole new way to create buzz and excitement to help build lists and to let subscribers have access to getting valuable goodies in the process.”*

*Mark Hendricks*

As the popularity (and realization of their value) grew, so did the cash value of the donations. Mark’s second giveaway offered \$11,918.89 worth of free products and that figure jumped to \$17,982.48 for the 2005 event. (Note that the product values are set by the donors and are often inflated to attract selection.) Giveaways are now run throughout the year, often timed to coincide with other traditional holidays or celebratory events (Easter, U.S. Thanksgiving and Halloween for example).

### **Giveaways, by design, benefit everyone involved.**

Great giveaways are built upon the successful interaction between three groups of people: The site host or owner, the donors, and the bargain hunters who come, often in droves, to select items which are offered free of charge through the giveaway.

### For The Donors – Exposure, Free Advertising, Rapid List-Building

The participants who contribute the products to be given away often either produce them themselves (much like this ebook is written as an original product), or, where allowed, they donate resell items (such as products with Master Resale Rights). They are rewarded for their efforts by being given the opportunity to require people to “opt-in” to their “list” in exchange for receiving the free item. The donor/marketer can then continue to try to educate and/or sell further related products to that new lead, converting a lead into a customer. Additionally, well-advertised, popular giveaways can be a terrific source of “free advertising” for a producer or marketer. And finally, donors who are successful at placing in the affiliate contest that usually goes along with giveaways, will become more attractive as potential Joint Venture partners with larger marketers. There also may be a cash or cash equivalent prize that they can win as well!



### For The Gift-Seeker/Shopper – A Variety of Goods at no Cash Cost

The person who is downloading the free product has the advantage of not having to pay for material that they aren't 100% sure about. Instead of spending money time and time again looking for valuable information on Internet Marketing, the

user can rest assured if they made a poor choice they are no worse off financially than when they started. In fact, the “gift-seeker” may be able to obtain free graphics, free software, free videos, free memberships, or even be introduced to other niches besides the Internet Marketing “niche”. There is a possibility of obtaining a whole variety of information at, well, absolutely no-cost.

### **The Giveaway Host/Owner – Leads, Contacts and Sales**

A primary benefit of a giveaway to the host/owner is the influx of ‘leads’ for his own marketing use. Access to a giveaway site is generally controlled by a login function. By agreeing to the terms of the ‘sign-up’ the gift-seeker becomes a member of the sitehost’s own marketing ‘list’. Once inside the site, the product-seeker is sometimes faced with an additional ‘obstacle’ to the free item – the OTO (One Time Offer). Premium gifts are sometimes elevated above the ‘free’ status by being placed behind these sales pages. Proceeds are divided among participants, owners and others at the host/owner’s discretion. And a final and perhaps most important benefit to the host of a giveaway site is the relationship opportunities it creates with the donors. Future Joint Ventures and other mutually lucrative projects can spring from the ‘roots’ of a well-run giveaway.

### **The Downside to Giveaways**

For all of the good to be had from a giveaway, there is also, however slight, an element of risk for newcomers. Information overload and confusion can affect both donors and seekers. Newcomers to Internet Marketing may not be able to detect which information is old and rehashed (re-written material and re-labeled Private Label Rights items), and which is new and up to date. Not only that, there are so many lists that the freebie seeker will end up joining in order to obtain all these products, that that can lead to even further confusion in the days and weeks following the sign-up(s). Marketers operate in a wide range of ‘styles’ and with varying degrees and areas of knowledge. This can lead to confusion or frustration for the novice or newcomer who is short on time and patience. While it is possible for the freebie-seeker to unsubscribe from all the new lists they have

joined, that in itself is an unwise decision since, after all, that is where the source of information such as these giveaways came from in the first place! Overall though, there is no arguing that used properly, and with caution, these free gifts can benefit the user big-time. In fact, as the author of this e-book, I have to tell you that that is indeed how I started my adventure in Internet Marketing, with free or very low cost information.

### **Types of Giveaways**

One of the topics that has not been covered in any previous e-book has been the idea of “evergreen” or “perma”- giveaways. My Original Giveaway and Free Monthly Gift are two examples of open-ended programs. These giveaway sites actually stay “live” throughout the year as gifts continue to be added. I’m personally very surprised that there aren’t too many evergreen giveaways because it aids the person who is hosting it with a continuous influx of new leads. Specifically in the case of Free Monthly Gift, the products are unique in that they are personally selected and donated solely by the owner, Todd Gross.

### **More About Free Monthly Gift**

The concept upon which Free Monthly Gift was built differs fundamentally from standard Giveaways. In Free Monthly Gift, the use of the free material is all geared towards educating and warming-up the free-gift seekers to the idea of eventually becoming affiliates themselves of the site. Not contributors, but an unusual kind of affiliate, called “Joint Affiliates”. In order to understand just how exciting and beneficial this program is, it is necessary to understand first how Free Monthly Gift’s affiliate program differs from most. Let’s briefly go over what affiliate marketing is:

### **Affiliate Marketing Description**

Have you ever heard the expression "Two heads are better than one"? Or how about the idea that people who "work together", “succeed together”? There are

many other ways to convey the same message. This message is that people or businesses can accomplish more by banding together than they can by going it alone. It's been proven to succeed in any undertaking, and it has even applied in the world of Internet marketing. Online, this idea is called an affiliate program. Affiliate programs, also called associate programs, or referral programs, are agreements between you and another internet marketer in which you supply an advertisement or in some other way link to the merchant's website. Every time you recommend this person, you are compensated for your referral, or more commonly, for a sale. Depending upon the what kind of affiliate program you join, and the conditions of participation, you may earn your commission either for sales resulting from your referral, or simply for sending a possible customer—sometimes for both. Most affiliates are paid for selling a product or service, so let's discuss that here.

As an affiliate you can make a percentage of each sale that you bring into a program. Payment either comes to you immediately or sometimes is held for a time until any refunds are processed. In Internet Marketing, the deliverable is usually is an e-product, that is, an e-book, an audio product, a video product, computer graphics, computer software etc. The commissions can be extraordinary, since very often the person who is selling the product is just as much interested in obtaining a "lead" as he is in making the actual sale. Commissions usually range from 20% to 100%, with 50-100% very common! Now this sounds great for anyone attempting to promote and sell these products, since the commissions are so much higher than traditional "brick and mortar" sales. However, it usually takes a good deal of advertising, paid and otherwise, to get the word out about each one of these products, and the most successful affiliates find ways to establish their own subscriber base of leads using a "name-squeeze page", also known as an "opt-in page", "landing page", or simply "squeeze page". Once a subscriber base is built, you, the affiliate, can continue to sell the same product, or related products to a new list of leads, increasing the odds tremendously that you will make a sale. Successful marketing truly depends on developing this list of leads correctly, and so often

this crucial step is ignored or mis-handled. It involves using a good (compelling) name-squeeze page, and sending out emails regularly (strategically timed) to the group of subscribers through an autoresponder service (email list management service), such as Aweber, which is pretty much a standard among Internet Marketers.



### **Enter Free Monthly Gift**

In Internet Marketing you will run into the expression: WIIFM. No, this isn't an fm-radio station, it stands for "What's In It For Me?".

In other words, when something is free in Internet Marketing, it really is no-cost, but it is also usually helping somebody's financial cause, or it wouldn't be there in the first place. Whether it be from a marketer just

trying to get someone comfortable with his or her services, or perhaps the free e-product is "branded" meaning that the links inside lead to an affiliate sale, WIIFM drives Internet Marketing.

FreeMonthlyGift.com (FMG) is a good example of WIIFM in action. Even though it is great that people sign up to receive high quality Internet Marketing products, there has to be something "driving it" for both the site owner and for the affiliates. What is really nifty about "FMG" is that you may be invited to become a Free Monthly Gift affiliate after you sign up and participate for a short time. If you chose this option, then you enter a new kind of affiliate marketing, one which has been dubbed "armchair" marketing. Why? Well here is how it works.

Members of Free Monthly Gift will be invited to Endless-Profit.com where they can sign up to become "Joint Affiliates", a cross between a Joint Venture partner, and an affiliate. Joint Venture partners usually have a closer relationship with the site owner, and work closer together than regular affiliates, thus the name. As a Joint Affiliate you will be given tools to invite new members to partake in Free

Monthly Gift. Whether it be through banner advertising, Google Adwords, safelists, you name it, there is quite a win-win “twist” as you invite people inside. You see, if any one of these invited guests to Free Monthly Gift buys a product from sales (usually weekly, the sales are built, managed and promoted by Free Monthly Gift owner, Todd Gross), then you actually get 100% of the sale direct from the person you invited, not a commission, not a split with the owner, Todd, and with no competing ‘cookie’ to worry about losing a sale to.

The Free Monthly Gift system actually deviates from normal affiliate marketing in several ways. First, the sale is NOT a commission, it is a DIRECT SALE. The listmember sees a sales page customized with the Joint Affiliate’s name and download information (upon purchase) with the affiliate’s contact information (necessary for returns and inquiries). When Todd promotes a sale item to the group, your name is utilized on the sales page automatically. When a sale is made, payment goes straight to you, so no commission, and no waiting, is ever involved. It is a 100% direct sale from a customized sales page. This is called armchair advertising because after you initially invite people to join the site, you have no other work to do except perhaps forward any customer inquiries to Todd, or perform an occasional refund, which is very rare.

So, you see, the WIIFM are the benefits of the affiliate program which “drives” Free Monthly Gift, namely, the sales that are made ‘automatically’, for doing little more than inviting other members, and the promotion-pairing with an internet marketing leader, Todd Gross. It is a win-win situation for everyone. WII for Todd Gross? I build a list of subscribers (people initially joining as freebie seekers) that I can occasionally promote my own products to toward the end-goal of building a ‘buyers’ list. Again, the affiliates get weekly promotions in their name and get paid 100% for all sales. The Free Monthly Gift members get unusually high quality free material without having to opt-in to endless lists and suffer through excruciating one-time offers that come out of nowhere and they

are eligible for the FMG discount, an even greater savings over the listed price of each product sold.

### **Summary**

Giveaways are obviously a great way to get your hands on significant Internet Marketing products. From graphics to e-books, to audio and video, it doesn't take a big wallet to learn and get involved. Most giveaways offer programs where you can contribute products as a list-building technique, but more members join just to get hold of the no-cost products which are there for the taking. The only problem with most giveaways is that they require opting into each donor's opt-in list. There are some exceptions to that such as Free Monthly Gift. Free Monthly Gift is also one of the few that stays open year 'round and is not coming and going within a period of weeks or months. If you are wary of spending too much money on Internet Marketing, Giveaways are a great alternative to shelling out cash on a variety of products. They are simply a great way to learn enough to get you jump-started in the often confusing world of Internet Marketing! Enjoy!

### **RESOURCES:**

There are a number of e-books on the market that deal with Giveaways, mostly from the point of view of the contributor, such as [Giveaway Secrets](#).

A must-have for promotion and sales communications is an autoresponder. [Aweber](#) is a solid choice.