www.GiveawaySecretsExposed.com

GIVEAWAY SECRETS Exposed

Discover How The Top
Internet Marketers Exploded
Their Lists and Profits By
Joining JV Giveaways!

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What Are Give Away Events & How Do They Work?

In a nutshell, Give Away events are like online swap meets. Many people come together with their own free products to give away. The premise is that the value of everyone involved will be what pulls people in the first place.

Generally, the host of the Give Away event invites partners, who are primarily list owners in the same niche, to contribute a digital product of some kind as a gift.

The host of the event then pools all the gifts contributed collectively by the partners in **one page or member's area**. This is where the visitors will go to download any gifts of their choice, and each product they click on will go to the product's individual sign up page. (This is one of the things we will discuss to beat the competitions opt in rates).

You and your partners prepare an opt-in page for visitors to sign up to your mailing lists to download the gifts. So in a real essence, **anyone who wants to download your gift must opt into your mailing list to download your gift**.

While the gifts are given away at <u>zero-cost</u>, the only requirement is that the visitors must sign up for your mailing list to receive them.

On the launch day and during the limited time event, you and your partners endorse the Give Away event to your individual mailing lists and through other promotional methods. This is very important because the more people you bring in, the better the location of your product. Say you have invited 100 people who each signed up for the free Give Away event, your product may be placed on the first page compared to someone who hasn't promoted and he is on page 11 of the downloads.

Who do you think would get the most traffic? Aside from that, the host of the Give Away event will most likely offer a one time offer, which you will earn

commissions on. This is another reason you want to invite people to these giveaway events.

In this collective effort, as long as your gift is displayed there with a link to your special opt in page to download the product, and people are interested in it, you can receive plenty of signups in a short time span!

In the coming pages, I will teach you a good approach that most people take, and a better approach that will blow away your competition.

What You Need To Get Started

Getting started with your first Giveaway event is very easy. It only takes a few steps to set up, and if you are starting from scratch, you will only need about $50 - $60. The best part is, once you invest into your initial event, you will already have most of the tools to join 2, 5, or even 20 more events without any additional cost. Here's what you'll need to get started:

1. **Domain name & web hosting.**

   Unless you already have a suitable sub-domain or sub-directory, you will do well to have your own domain name to set up your own opt-in page with the download to your free product.

   Because of service and price, I recommend getting a domain name at: http://www.namecheap.com/

   Recommended hosting: http://www.hostgator.com/

2. **Your own gift.**

   You're going to need this to start building your own mailing list. This is something you CANNOT do without! Your gift can be software or a PDF report that you have the rights to give away. You can get resell rights or private label rights to other products and use them for this purpose. I will recommend a few sources later in this eBook.

3. **One Time Offer or backend offer.**

   While this is somewhat optional, I strongly advise you to have your own individual One Time Offer and/or backend offer otherwise you'd be leaving money on the table when you can actually cash in on the subscribers in the process of building your list. You will get better results if it relates to your

free product. You wouldn't really be enticed if you purchased a refrigerator and they offered you a discount on shoe polish.

You can offer an affiliate product as your one time offer, another product that you have resell rights to, or even a product that you created on your own. Again, I will give you some resources for these later depending on your budget.

4. **Auto Responder account.**

This is the thing, which is going to be responsible for building your database of prospects and potential customers. I also call it "asset".

If by any chance you have yet to get yourself an auto responder account, here are some reliable auto responder services you can choose from, and more importantly, they have high delivery rates:

http://www.aweber.com/
http://www.getresponse.com/

Don't underestimate the power of auto responders. Imagine that your phone only worked 40% of the time. These are your automatic salespeople!

Again, as you can see, there are a few things that you will need to successfully participate in Give Away events, but it really isn't much. Depending on what you would like to give out, that will determine the price you will pay, but also the reward you stand to receive.

Create The System To Run Things On Autopilot

Ok, now that you have everything that you need; free give away product, a domain and hosting for your opt-in and download pages, an autoresponder account, and your backend offer, you are ready to rock and roll with your first Give Away event.

The first thing you have to do here is find out what the latest giveaway events are. I have put up a site that will show you which Give Away events are happening. You can find it at: http://www.giveawaysecretsexposed.com/events

The whole point here is to sign up as a JV (joint venture) partner or contributor. This will allow you to get paid for all the people that you bring into the Give Away site using your affiliate link as well as get paid for the one time offer and contribute your own give away product like we spoke about before.

Now that we have that out of the way, we can focus on one of the most important parts of joining a Give Away event to begin with, which is to build your own list of people to market to.

The best way to do this would be by developing a simple, yet powerful squeeze page system. If you are not familiar with what a squeeze page is, it is simply a one page, short webpage to capture people's names and emails. However, there is a formula to optimize its effects. People who are interested in downloading your product will click on your link and then go directly to your squeeze page.

In a nutshell, here is what the squeeze page give away system should do:

1. Get people to enter their name and email address and click submit to get to your gift (this form is generated through your autoresponder service).

2. Once they click submit, they will be taken to a confirmation page letting them know that they will be getting an email from you@youremail.com

(this is your email address) with a link to confirm their email address to get your free gift.

3. When they click on the confirmation link, they are redirected to the page you set up where they now can download the actual product.

4. On this download page, I highly recommend that you include a link to an affiliate product that you are selling. The image and link should be below the download link to your gift so that they don't miss it! If you don't know how or what to sell, then check out http://www.clickbank.com/ where you can find many different products to sell. Best of all, it is free to use.

5. They will receive another email giving them the download link once again and a small endorsement of the affiliate product that you included on your download page.

As you can see, it is a system, so that the same thing happens every time for everyone. Each step leads them to action.

Just think about some of the ways that I detailed information in this report. You see numbers, or steps, to follow, which makes things a lot easier than throwing a bunch of stuff at you and you not knowing where to begin.

Now go and test your system to make sure it is flawless!

The Guts Of A Successful Gift Offering

Now that you have a system created to capture your visitors and begin to monetize your free gift, the main thing is to get people to click on your free offer to begin with. There are only a few things that you really need to consider when putting it together.

Since you have already signed up to these Give Away events, log into the system and start looking at the layouts of the gifts that are already there. Do they have a picture of the contributor? Do they have a compelling headline? Are they telling people the value of the free products?

If you look at this for yourself, which are the ones that you are more inclined to clicking on. For me, those things would include a high quality ecover so that it looks rich and more valuable that the others. Red lettering always sticks out to me, and draws my eyes to it.

A few other tips is to do something that others aren't, like giving people resell and giveaway rights to your product. This gives them flexibility to do different things with your product, but also adds a viral element that others will now get their hands on your stuff. Hopefully, they too will be placed in your system!

Also, always let there be an element of curiosity to keep people wondering what's inside. Lastly, use scarcity to your advantage, such as while still available, or only to the first 100 people, or something to that measure.

Final Thoughts to Bring You Greater Success

As you can see, Give Away events are some of the best methods of generating traffic, subscribers, and profits online. The initial work may take some time (though not much), but they get easier as you go. Make sure to give quality stuff, because that is what your subscribers will come to expect from you and they will jump whenever you tell them to.

"Wow, I am getting this for free, imagine what I get when I buy from her/him"

Also, do your part in promoting the Give Away events before they go live. You can use forums, articles, or even as an email signature. This will assure you to get a top spot where your gift will be seen the most.

Finally, now that you've gotten your system done and tested and your product ready, do the same thing over and over and over again. Why do one when you've already done most of the work.

Conclusion

I hope you have enjoyed reading and implementing this report as much as I have in creating it. It is my only goal for your to succeed online, and specifically with the powerful list generating method of Give Away events.

I would like to hear your thoughts on this report. Please let me know what you thoughts. I may post your testimonial on one of my sites, so don't forget your name and your domain name.

The information that I wrote in this report is good enough for you to start profiting from right away. However, I understand that you may need a little more details and more of a step by step guide as to how it's all done.

For that very reason, I have saved the best for last. If you do want a step by step plan on implementing this strategy into your online marketing efforts, complete with screenshots and other resources, simply go to www.GiveawaySecertsExposed.com.

In it, you will find exactly where to find the absolute best giveaway events and how to become the dominant focus of these gift seekers. You will learn the ingredients to high conversing squeeze pages (including actual screenshots of live squeeze pages that generate massive opt-ins) and see the actual gift submission ad that generated 1012 subscribers in only 13 days.

To get this amazing Giveaway Secrets report, simply click on the link below: www.GiveawaySecretsExposed.com.

Thank you once again for taking action by reading this report. I know that it bring you huge results with just a little effort, and will be a crucial part of your list building and online profits!

Live Abundantly,

Alex Navas
The Ground Floor Marketer

P.S. You can not only profit from the information found within the Giveaway Secrets report that I told you about, but you can also sell it yourself with master resale right. Simply go to www.GiveawaySecretsExposed.com/rights.php.

Resources

I mentioned I would give you some resources to make "getting your own product" much easier.

Well, here are a few that you can check out, and they all have a FREE membership.

*Get audio niche products monthly. This is not the traditional text files. These products include full audio versions to create more interaction with your customers. There is a FREE trial, but I recommend getting a full membership since you will have access to much more.
Click here to get you Niche Audio content

*Get a boatload of resale rights products that you can use instantly in your giveaway events. Not only will you get resale rights to e-books and software, you will also Resale Rights to Graphics and website templates and get Private Label Rights products as well.
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