

The Giveaway Code

Giveaway Marketing Unleashed!

The Essential Guide to Running Your Own Successful Giveaway Event



Leaked Chapter

Get the Complete Giveaway Code at:

<http://www.thegiveawaycode.com/members/?code=319>

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Thank you. Bradley Smith (Author)

The Giveaway Code

Running your own Giveaway Event is like *running a marathon*.

It's a long race to run.

It's tiring.

It's a thrill to finish.

Ask:

Do you really want to run this race?

Are you prepared to put in the time and effort up front to succeed?

Or are you just *hoping* that your subscribers would fall out of the sky?

Why?

You face unexpected challenges.

You need to get into training.

You need to be able to see the big picture – from start to finish.

Don't despair...

This ebook is aimed at helping you succeed.

It has everything you need to *run* own successful Giveaway Event.

Yes it **is** a marathon – but you can succeed!

Brad Smith, EasterJVGifts.com

Amar Mehta, GiveMeMyBonuses.com

Table of Contents

| | |
|---|-----------|
| Introduction | 5 |
| What on earth is a Giveaway? | 5 |
| Why do you want to run your own Giveaway? | 6 |
| When is the best time for your Giveaway? | 7 |
| What do people want from the event? | 8 |
| What sort of Giveaways are there? | 9 |
| How long should your event run? | 10 |
| Stage I: Before You Hit the Road | 11 |
| Before, During and After Your Event | 11 |
| One part of your domain name that you should NEVER do | 11 |
| Two questions you need to ask yourself before you start | 11 |
| Three things you need to do to prepare your site | 12 |
| Four things that you need to AVOID | 13 |
| Five things you must do BEFORE you invite JV Partners | 14 |
| Six things you must do BEFORE you invite Members | 15 |
| Preparing Your Contributors | 17 |
| How do you find JV Partners? | 17 |
| What sort of gifts do you accept? | 18 |
| Terms and Conditions you MUST include | 18 |
| Setting up multiple opportunities for income | 18 |
| Preparing your partners to send traffic to your site | 19 |
| Keeping your Contributors happy (so they continue to build momentum) | 19 |
| Provide templates for your contributors to use | 20 |
| Demonstrate how to set up an Autoresponder | 21 |
| Demonstrate how the site is set up – video | 21 |
| Demonstrate how to recruit traffic to the site (and earn commissions) | 21 |
| Preparing Your Members | 23 |
| Do they actually know what they are doing at the site? | 23 |
| What do your members want? | 23 |
| How to help avoid them being ripped off | 24 |
| How to encourage them to buy from your site | 24 |
| How to Avoid being Labelled a SPAMMER | 25 |
| Where to get your traffic from? | 26 |
| Train your Contributors to use these methods | 26 |
| Referrals from your Contributors subscriber list | 26 |
| Blogging for traffic | 27 |
| Video Lens for traffic | 27 |
| Pay Per Click for traffic | 27 |
| Articles for traffic | 28 |
| Ebay for traffic | 28 |
| News Releases for traffic | 30 |
| RSS Feeds | 31 |
| Forums | 32 |
| Ezine Advertising | 32 |
| Guarding Yourself | 33 |
| Guarding against digital property theft | 33 |
| Guarding against Spyware, Malware, Viruses | 34 |
| Guarding against links that don't work | 35 |
| Guarding yourself against abusive members/contributors | 35 |
| Guarding yourself against being blacklisted | 36 |
| Guarding yourself against SPAM complaints | 37 |
| Guarding your Contributors against SPAM complaints | 38 |
| Setting up Your Site and Server | 39 |
| Software requirements | 39 |

| | |
|--|-----------|
| Avoiding technical issues | 41 |
| Bandwidth required | 41 |
| Setting up your Support Centre and Help Desk | 42 |
| Making Money from Your Event | 44 |
| Setting up your One Time Offer | 45 |
| Setting up Backend offers | 45 |
| Setting your price point for products offered | 47 |
| Contributor Gift Ranking Enhancement | 48 |
| Building Your Subscriber List | 49 |
| What type of Opt-in list to use? | 49 |
| Should you totally rely on the Giveaway software? | 50 |
| Setting up Your Landing Pages | 52 |
| Before the big day (for Members) | 52 |
| Lead capture | 52 |
| Using video and audio | 53 |
| What to put in the Autoresponder series | 54 |
| How to Unsubscribe | 54 |
| How to Whitelist your sending address | 55 |
| Communication before, during and after the event | 56 |
| Communicating with your JV Partners | 56 |
| Communicating with your Members | 57 |
| | |
| Stage II: Hit the Road Running | 58 |
| | |
| Building Excitement for your Event | 58 |
| Have a pre-enrolment page | 59 |
| Use video clips and tell them what's happening inside | 59 |
| Launch Day: You're Set ! | 60 |
| Check any reported bugs have been programmed out of the site | 60 |
| Your Launch Email Procedure | 61 |
| When is the Best Time to Launch Your Giveaway? | 61 |
| During the Event | 62 |
| Keep your members returning for more | 62 |
| Using contests to build momentum | 62 |
| Getting your members to refer members | 63 |
| Communicating in your forum | 63 |
| Monitor your members activity | 64 |
| Check your site's Alexa activity | 64 |
| Check your site's bandwidth | 65 |
| | |
| Stage III: Your Race Has Finished! | 66 |
| | |
| You've crossed the Finish Line | 66 |
| Close the doors to the site | 66 |
| Did you have a contest? | 66 |
| Announcements to JV Partners | 67 |
| Mention / Highlight Significant Contributions from your Partners | 67 |
| Learn from Your Event | 67 |
| | |
| Conclusion | 69 |

Introduction

Over the last four years the internet marketing scene has been rocked during the Christmas periods with “Giveaway” events. These events attract a lot of publicity, and the people who run them put a lot of time, energy and effort to make it a success.

What does it take to create your own successful Giveaway event?

Hopefully, the answer to that question will be realised by the time you finish reading this manual. There are many things to consider, plan for – to dot your I’s and cross your T’s.

To run a large event as big as the Easter JV Giveaway (during April each year) takes a considerable amount of time and energy. But the rewards are positive: the ability to build a large customer base in a short amount of time, as well as reap financial rewards.

Let me walk you through the process of running your own Giveaway event over the coming pages, and by the time you’ve finished you should be able to set up your site in confidence.

What on earth is a Giveaway?

It was back in December 2004 and I was bored at work and looking for a way of getting out of my (present) job. By this time I had checked out several alternative income schemes, from real estate to shares and the stock market, in an effort to look for some meaningful ways of converting from my job.

I had been searching through Google’s search engine hoping to discover the holy grail about working from home, and had got on a few lists from people who called themselves “internet marketers”.

That fascinated me – to have your own home based business *from home*. Had enough of the two hour trip to work in the traffic each day? Had enough of the boss on your back each day? Had enough of doing the same routine job with it’s limited income potential and the constantly changing workplace relations legislation?

I had.

So I was searching – looking for my alternatives. Looking for something that could offer me some hope out of this messy way of life we have to pay our bills.

It was in one of those times that I received an invitation to learn more about internet marketing – but more than that, to get my hands on products that I could use straight away to run my own online business.

That invitation was for Mark Hendricks **12 Days of Christmas**, and it totally blew me away. I spent at least 2 weeks in front of my PC signing up and downloading as many products as I could get my hands on.

“Wow”, I thought. This is really going to get me started!

And it did.

I filled my hard drive with untold Gigabytes of downloadable products, information, and whatever else I could get my hands on. I still have that section of my hard drive quarantined until I can actually sort through enough of it to know what I want to use!

This was my initiation into online marketing – and it made such a large impression on me that I thought, “For sure, this has got to be my next career move.”

Over the following weeks and months I unsubscribed from some of those lists – but not before I read through each letter of each email that I received, hoping to pick up even the faintest tip or strategy from these gurus who donated their time, effort and energy to the event.

Eventually I found my feet, and decided that internet marketing was for me. And that's when I jumped into the water.

Why do you want to run your own Giveaway?

That first experience of downloading unlimited gifts and products was awesome. I got so much out of that. I knew that if I wanted to succeed online then I'd need a good stash of products to offer, and this was the best way to get them **for free**.

Fast forward from that event by 12 months, December 2005. I was granted the opportunity to participate in Mark's **12 Days** event – but this time as a Contributor (or JV Partner).

This meant that I needed to find something of value that I could give away in order to help people out. I found a gift that I believed was of reasonable interest to new internet marketers (which I learned a lot from) and which was also able to be passed onto other people **for free**.

When the doors opened to **12 Days** on Day Eight, I was overwhelmed by the response. My list grew moment by moment – I could sense that my Autoresponder was getting hot with handling the overload traffic ! From that one event (where I started with zero subscribers) I grew to around 1,500 subscribers in the 20 days or so.

That was an awesome time.

But then, it started to hit me fair between the eyeballs.

“What if I was to run my own Giveaway Event?”

This would enable me to grow a list of subscribers as large as I could handle. There was an unlimited potential to grow a subscriber base into the thousands. I really thought that I would be able to hit around 50,000 subscribers during Easter JV Giveaway 2006 – but **due to a few barriers** (which I'll share with you throughout this manual) I never made that mark.

As I look back at my mistakes, I realise that these could have been better planned, so as to avoid the messy situations that I ran into during that time.

Hence the reason for this manual.

I'm putting all that I've learnt in terms of the time, energy, mistakes, and other tips into this manual so that YOU can succeed with your own Giveaway Event. So as you continue to read through, I pray that this will help you build your event in a careful and direct manner, with good marketing principles, and making the most of every opportunity that is presented to you along the way.

You've only really got one chance to prove yourself in this arena: don't blow it.

WAIT! Before You Continue

This is The Leaked Chapter of **The Giveaway Code**. It is just a small sample of the complete manual. It's something that I wanted to give to you as a way of saying "Thank You" for taking the time to develop an interest in **Giveaway Marketing**.

To collect the missing chapters, please click on the link below:

<http://www.thegiveawaycode.com/members/?code=319>

Actually, there are three ebooks available in the series:

1. The Giveaway Code [FULL VERSION]
2. Part II: How to Be A Winning Contributor to Any Giveaway Event
3. Part III: The Giveaway Code, SWIPE Files.

We're throwing in Part's II and III when you order The Giveaway Code [FULL VERSION] – and that includes all the emails and Terms and Conditions that you will ever need in order to run your event.

Call that success?

Well of course we want you to succeed!

But for now, please continue onto the next page to access **The Leaked Chapter**, "Preparing Your Members".

In your service,

Brad Smith and Amar Mehta

Preparing Your Members

Let's get a definition going here: A Member of your Giveaway site is someone who has come from the main street of the internet and has signed up to receive the free gifts from your site.

These guys (and gals!) are the new people on your subscriber list, and they are signing up to multiple other lists too – to receive their gifts.

You have to demonstrate to these people that you are an actual person, and to make their experience on your site as close as possible to sitting in their computer room and talking to them.

Do they actually know what they are doing at the site?

It's funny to imagine that people would arrive at your site with no apparent reason. They may receive a message from a friend, or from someone they know, telling them about your Giveaway site – but when they arrive it's nothing like they expected!

Seriously, I've had quite a few emails asking me what my site was all about.

Now I won't say that my copyrighting skills are inadequate (though some may claim that to be the case!), but I will add that your landing page will need to be clear and say exactly what you're giving away.

Make sure you give your Members a clear indication of what's inside the doors – and most importantly (for signups) try and keep your page to a maximum of 2 screen lengths.

Remember, you're not trying to sell a product of your own, you're actually promoting FREE access to your site for people to sign up and collect info-products and/or services. So keep your "sales copy" short and sweet, to the point.

According to my own stats, and talking with other Giveaway Marketers, the signup rate to Giveaway Events is quite low. (Lower than the signup rate is also the conversion rate for your One Time Offer.)

I think that most people are turned off by large sales letters, difficult explanations of what is awaiting on the other side, or the site may look "tacky". So ... you must tell them why they have arrived. Perhaps, as an incentive, say that there is limited Memberships available, and they need to lock in their place.

Once people start signing up to your site, make sure you are clear where they need to go, and what happens next – else they might just give up in frustration.

What do your members want?

When people arrive and understand what they're getting, you're well on the way to successfully becoming profitable and building a large list. As people enjoy the products, they will refer your site to their friends.

But the big question is, "What do your members really want?"

To answer this you'll need to determine what people have come looking for. Some Giveaway sites nowadays can report on the actual terms that are being searched for in the event. (This was done especially for www.GiveawayManager.com to assist the Contributors to provide gifts that people were searching for.)

If you're using any sort of automated software to rank gifts, then it's not necessarily true that the gift on the front page is the most popular. That is really just a starting point for people to start downloading.

The really popular gifts are the ones **that are subscribed to the most**. To my knowledge there is no software at present that can achieve this aim. (Hey sounds like an upgrade to Giveaway Manager might be in order here!) The only way you can tell the more popular gifts is to ask your contributors how many signups they are receiving, and compare the results.

One way to ensure that your Contributors get a lot of signups is to make their landing pages clear and concise. A simple graphic and explanation of the gift is all that is required – this is not a sales page for a complete product. It just needs to be an invitation to download the product or service.

In addition, tell the benefits of what they will get out of the product. This is best done in “point form” so that people can scan the front page and see if the product is relevant to them.

If your event has a lot of gifts, then people won't have enough time to read through masses of pages prior to download. Make it simple and clear so that people can quickly move onto the product – and your Contributors will make bigger lists.

How to help avoid them being ripped off

When you've checked the Contributors gifts and seen that they are satisfactory, you will notice that your Contributors have One Time Offers for their products. These OTO's can make your Contributors a lot of money, which is a real incentive for them to participate in your Giveaway event.

One warning I must give you is that some people don't always set up their OTO payment system correctly, so when a payment is made the download page doesn't arrive. These situations are usually beyond your control, but you will get a lot of questions from people who purchased the product and never received it.

This seems to occur from people who are either beginner or advanced marketers – people continue to make simple mistakes that shouldn't occur. A simple test purchase should be sufficient to ensure that the product is set up correctly – however in 90% of cases this isn't done. This is because, if using payment systems like PayPal, there is no opportunity to change the price of the product without having to completely recreate the button link.

So you'll find yourself, at times, as an intermediary between your Contributor and the person who purchased. At first, check your database and see if there is a reliable contact email, and forward off the complaint to the Contributor. Make sure you send a copy (cc:) to the person who purchased. If there's no response within 24-48 hours, suggest to the person who purchased to get a refund. This is quite a common practise with some marketers so don't be too lenient!

How to encourage them to buy from your site

As a Giveaway Marketer you are providing access to your site for thousands of people to download gifts that cost **nothing**. However this doesn't bring you an income from the event – if you're like me, you'll want to make a little cash on the side throughout the event.

So you're going to need to create some stunning offers that are related to your niche, and include them in your site as a “Members Only Limited Range” of products. Make sure that the products aren't readily available from anywhere else on the web, and that you can give them a deep discount.

It's also good to use the same affiliate program that is used with your site to credit commissions to your Contributors. For this reason, Clickbank is GREAT!

How to Avoid being Labelled a SPAMMER

You'll want to avoid being labelled as a SPAMMER when you send your first email to your list – whether during the promotion, or after the event. I've learnt to always include the following phrase in my first 2 lines of each email – which reduces Unsubscribes and offers people a way out of your list if they want.

**You are a 100% Verified Member of this mailing list.
To stop receiving this newsletter, please visit the end of this email.**

The Giveaway Code - Leaked Chapter

Let's face it, nowadays it is SO EASY to get blacklisted in SPAM Filters – with a simple click of a button your new list can instantly label you as a SPAMMER, which is definitely NOT something you want to do to yourself. So for your own benefit, include that line above, as well as the instructions to unsubscribe down the bottom of your email.

When people scroll down to unsubscribe, you may want to include the following statement as a way of deterring them from unsubscribing – but make sure that there is at least one method to allow people to unsubscribe. I personally include two methods, listed here:

**I value your right to stop receiving communication.
Please use the link below to unsubscribe from this newsletter.
<<UNSUBSCRIBE LINK GOES HERE>>**

**If you prefer NOT to use the link below, please lodge a ticket
At my Support Centre: www.onlinesupportcentre.com**

Some people are paranoid about clicking on links to unsubscribe, and they rather send you a nasty email containing four letter words instead. That's life – don't get offended. It's better to get rid of them as soon as you can.

In my opinion, it's better to have genuine people on your list who WANT to hear from you than to have a thousand people who HATE hearing from you. Sometimes we just gotta "get over ourselves" and move on. Build a different list. Find people who LOVE you – they will tell you if you are on the right track with them!

For a complete (FREE) guide to avoid the label of a SPAMMER, download your copy of The SPAM Blockers, (IM Version) from here:

<http://thespamblockers.com/IMversion>

<< End of Leaked Chapter >>

We hope you enjoyed The Leaked Chapter of **The Giveaway Code**.

We are sure you want to continue reading, and gain access to the FULL VERSION of this Manual, (as well as Parts II and III). Download the complete code from...

<http://www.thegiveawaycode.com/members/?code=319>

All the best with running your Giveaway Event.
We hope you make it *successfully!*

Brad Smith and Amar Mehta