



Cheat Sheet

How To Launch A Successful Free Trial

Full article:

<http://www.marketingforowners.com/how-to-launch-a-successful-free-trial/>

1

The Mass Appeal

- A free offer is a great way to **inject some volume into your subscriber base** and hopefully, customer base.
- Tie the free promotion tightly to your product line.
- **Measure** what it's really going to cost you, beforehand.
- **Be careful of 'freebie-seekers'!** Try to ensure that what you're giving away helps pre-qualify them as someone who'd eventually be in the market for - your paid products.

2

The Fence Sitters

- Fence sitters are the perfect target for free promotions.
 - These are the people who need what you have to offer, who like your product and are **curious about it...**but they just can't pull the trigger.
- Tip them over the line and **make it a no-brainer decision** by offering them a freebie or trial.
- **Follow through!**
 - What happens at the END of a free trial is almost as crucial as what happens leading up to it. One of the best ways to lead a free customer down the paying path is to **do so gradually.**

3

In Their Hot Little Hands

- Free trials are great for the times when you think, "Gosh, I know they would love my product or service...if only I can get them to try it!"
 - **Knock down that financial obstruction.**
- Free trials are a fabulous marketing research tool, if you **build in a survey.**
 - Even if they don't end up turning into paying customers, you're still getting **invaluable feedback.** [[Listen to this podcast](#) for more on this]
- Make sure what you're giving them for free is **truly indicative of the quality** of your product line or services.
- **IMPORTANT! If you sell services,** consider offering a free or discounted physical product. Consumers are **more likely to value a greatly discounted or even free physical product** than they are a discount or free service. Strange but true.