



Getting Referrals

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Welcome to this guide to getting referrals.

Going through the process of getting referrals can put a lot of people off the idea of freebies, but it's really not that big a deal. It definitely shouldn't stop you from claiming all your freebies! :)

In this guide I'll go into more detail about the 4 best ways of getting referrals. If you combine them all together, you will produce a powerful "gravity" force that pulls people towards your link and gets you a ton of greens faster than ever.

So without any further ado, let's jump straight into the first method.

Part I – Friends & Family

The way you promote your freebie referral link (from here on I'll just call it a “ref link”) depends on who you're promoting to, and why.

For example, when you're promoting to your friends and family you should adopt the following approach.

1. Ask a favour

Ask them for a favour. Don't try to sell them the idea of free gadgets.

You're much more likely to get a positive response if they're doing you a favour than if you're trying to convince them it's not a scam.

Think of how skeptical you were before you got this guide. You weren't sure if I was a scammer, or if it was all too good to be true, or if I was going to run off with your money, or if you'd put in a load of work and then it'd turn out to be a joke, and so on.

Anyone you try and sell the idea to is going to face the same psychological process: the first knee-jerk reaction is “SCAM!” and they're not interested.

That's fine, it's natural and expected. It's even healthy! It helps keep us away from the REAL scams and keeps our wallets safe.

But now you know this isn't a scam, it's tempting to try and sell the idea to your friends and family. You can do it if you want, but then you've also got to do the hard job of persuading them it's for real.

Plus you've also got to get them over the hurdle of “work”. People don't want to work for stuff, they want to just have things handed to them. Of course you know that you don't really have to “work” to get your freebies, you just have to get a few referrals, but it all sounds like a lot of hard graft to anyone you're trying to sell the idea to.

So...

Get them to do you a favour instead.

Most of your friends and family will be happy to help out with a little gently reminding.

What you don't want to do is pester the heck out of them until they can't stand the sound of your voice – then they're never going to help out!

Instead, present the idea to them in a safe and easy way. Like this:

“Hey Joe, could you do me a favour?”

Nice and friendly, most people will say “Sure” without even thinking.

“I'm trying to get a free _____ (insert gadget here), and I wondered if you could spare me a couple of minutes to help.”

The skepticism is starting to warm up in Joe's head now, we'd better cut it off before it gets too big!

“Basically, all you have to do is take out a free trial for a movie rental service. If I can get enough people to have a go at the free trial I win a _____ (gadget).”

Movie rentals are the best offers at the moment because they're free to do. They're also pretty cool! There's no need to explain the entire system up front. Keep it simple so it seems to Joe like he's hardly got to do anything at all.

Note two other things: 1) you say “free” twice. This lets Joe know he's not going to have to spend any money, just a few minutes of his time, and 2) you said “win” instead of “qualify”, or “earn”. People are familiar with the idea of a competition and it reassures them this is something they understand.

By now Joe will either have agreed, or he will be unsure and need a bit more persuading. If he needs a bit more work, follow up with:

“It's a 14 day free trial. You receive at least one DVD in the post for free. You watch it, then send it back via the pre-paid envelope and if you don't want any more movies you can cancel the trial. Easy!”

This might not be quite enough, so here's the last few killer points to make.

“The company is huge and well known so they won't spam you with ads or rip off your credit card details. They just want to get people to try out the service, that's all.”

And the final blow to really knock down his defenses:

“I can walk you through the whole thing and show you exactly how to

do it. It only takes a minute.”

Make sure you're there at the time you ask. If you're sending emails, text messages, Facebook messages or even on the phone to someone, they will agree in theory and then instantly forget about it.

Why? Simple: because there's nothing in it for them so there's no incentive to remember. If you're there and in front of them, offering to show them how to do it, there's pretty much no reason for them to say “no”.

OK so that's one way of approaching friends and family. Here's another.

2. Do THEM a favour

Anytime someone asks you for a favour, or to help them out, always say “Yes”. BUT... now comes the brilliant part. Because you've done them a favour, you are not entitled to ask them to return the favour and do something for you!

Now you can get straight into the referral process and they basically cannot say no because they're committed thanks to the unspoken rules of society: if someone does something for you, you have to do something back.

3. Birthdays

Alternatively, any time it's your birthday or another special occasion where you might receive presents, ask people to complete a referral instead. Use the same “spiel” that I showed above, but just say,

“For my present this year I've got something slightly unusual to ask, but I'd be really grateful if you could do it. I'm trying to get a free _____, and I wondered if....”

And so on.

OK so here's the last thing I want to mention about friends and family.

4. The full sell

If you have friends or family that want to get a gadget for themselves but can't afford it, or maybe they're saving up for it, or maybe they know it's really expensive so they're not even bothering to try, you can take advantage of that.

Instead of asking them for a favour, you sell them on the idea of freebies.

But this ONLY works when there's someone who really wants a gadget already. You should be asking 90% of your friends and family for favours as I described above.

To “sell” the idea of freebies to them, you need to go through the following pitch:

“Hey Joe. You know how you want to get a _____? (insert gadget name) I saw this website the other day that is giving them away for free.”

Joe is now interested, but at the same time instantly skeptical.

“All you have to do is register on the site, complete a free trial for something like a home movie rental service, then get a few other people to do the same trial. Then you get your _____ for free.”

At this point Joe will probably screw up his face in disgust and say something about a “scam”. Here's where it helps for you to be able to show him some proof of some sort – you can find tons on the forums I mentioned in the main guide book.

“It's real! The website gets paid a bonus every time someone does the movie rental free trial, and they collect up those bonuses and use the money to buy your _____”.

Now Joe understands a bit about how it works, he's very likely to start forgetting his skepticism and start considering the possibility of him getting his gadget for free.

If he's still unsure, show him some proof (have it ready in advance).

If he's interested and wants to see more, we pounce!

“Here look I'll show you and get you started.”

Get onto a computer, click through your referral link and then let him sign up for your freebie site. Once he's signed up and inside, show him how to complete his offer, then how to get his ref link.

Again, it's vital that you're there in front of him, and preferably next to a computer when you talk about it so you can get straight into it.

Make it seem easy, fun and no big deal, nothing serious. It only takes a few

minutes, and you could have free stuff!

Then get him onto the computer as fast as you can without really giving him time to think. Show him the proof and get him signed up. Job done!

(As always, remember that most sites will only accept referrals from separate IP addresses and home addresses, so do it from his house rather than yours!)

If people agree to do a referral but can't do it straight away, you need to get into a routine of gently reminding them. Don't call, text or email. Remind them when you're there in front of them, and next to a computer.

That way they a) don't feel badgered or pestered and resent you, and b) don't really have an excuse to get out of it!

Part II – Offline Promotion

Now you've exhausted your friends and family we can move on to the wider neighbourhood around you. Here's a few ideas for offline promotion of your offer.

1. Set up a TinyURL

First things first. It's no good putting a whopping great ref link on any flyers you have made. The URL you include needs to be short and easily memorable so people can use it, not long and including random IDs and junk!

Go to <http://www.tinyurl.com> and create a shortcut to your ref link.



The screenshot shows the TinyURL.com homepage. At the top, the logo "TinyURL.com" is displayed in white on a blue background, with the tagline "Making long URLs usable! More than 600 million of them. Serving billions of redirects month." below it. A dark blue sidebar on the left contains navigation links: Home, Example, Make Toolbar Button, Redirection, Hide URLs, Preview Feature^{cool!}, Link to Us!, Terms of use, and Contact Us!. The main content area has a heading "Welcome to TinyURL!™" and a paragraph explaining the service: "Are you sick of posting URLs in emails only to have it break when sent causing the recipient to have to cut and paste it back together? Then you've come to the right place. By entering in a URL in the text field below, we will create a tiny URL that **will not break in email postings** and **never expires**." Below this is a form with a text input field containing "http://apple.freebiejeebies.co.uk/763" and a "Make TinyURL!" button. Underneath, there is a section for "Custom alias (optional):" with a text input field containing "free-iphone-3gs" and a note: "May contain letters, numbers, and dashes." The section concludes with the heading "An example" and the text "Turn this URL:".

Make sure you enter a "Custom Alias". This sets up a human readable shortcut so when anyone goes to it on their computer they will be automatically forwarded on to your ref link.

Choose something cool and fun for the custom alias, for example

<http://tinyurl.com/my-free-iphone>
<http://tinyurl.com/free-iphones-for-you>
<http://tinyurl.com/iphone-for-free>

And so on. These are short and easy to remember if you see it out on a flyer or poster somewhere.

Once you've got your short URL, you can get on with promotion.

2. Flyers

Flyers are small pieces of paper (take a normal sized sheet and fold it in half, and then optionally fold it in half again to give a quarter size) with your ad on them.

Flyers should have a big headline at the top, a picture in the middle, some explanatory text to get people excited and your short URL at the bottom. For example:

Claim Your Free iPhone!

[picture of an iPhone]

We are giving out free iPhones. Visit the website below to register and claim yours!

<http://tinyurl.com/my-custom-alias>

You can make these on your computer and then print loads out, or print one out and photocopy it to produce more.

In terms of handing out flyers, you can do the following:

- Post them through peoples mailboxes.
- Leave them in local shops (make sure to ask permission!)
- Stick them to local noticeboards
- Hand them out in the street on a busy day

Be creative and keep your eyes open. Anywhere you see a flyer for ANYTHING, you can put your flyer there too. Always be sure to ask permission if you need to, of course.

The idea of flyers is that people can pick one up and take it away with them, so make sure you distribute lots.

3. Posters

Posters are a lot like flyers, only bigger. Your posters can be twice the size of

a regular sheet of paper, or maybe even four times the size!

Stick with the same format as with a flyer: big headline at the top, then a picture, then some text and your URL nice and big and clear at the bottom.

You might need to go to a special printing shop to have your posters printed out very large, but if all you can do is print on regular sheets of paper at home that's fine.

Once you've got your posters, you can stick them up around your neighbourhood:

- In your house window
- In your car window
- In your friends and families house windows and car windows
- On local noticeboards
- In local shop windows
- Lamp posts

Again, always ask permission. But ask permission a lot! Schools, community centers, notice boards, poster boards, anywhere you see anything stuck up – try and stick a poster there.

4. Tear-Off Ads

Tear off ads are like flyers and posters combined. Here's what I mean:



Basically you print a poster, then cut strips along the bottom edge so people can quickly and easily tear off a tab to take home with them.

Print your URL on each tab, then cut along the bottom edge of the poster with scissors to create the tabs.

Tear off ads can go in the same places as posters. Look around your local neighbourhood – go inside open buildings that have a foyer or lobby and look for noticeboards. There's tons of them about, and most will happily let you put a poster up.

5. Business Cards

Lastly, you can have business cards printed. This is great in case you ever meet someone and tell them about your freebies and need to give them a URL – no need to fumble about looking for pens or paper: just hand over a card.

You can also post cards through mailboxes, or leave them out like flyers. Many bars run competitions where you put your business card in and win a prize in a draw – throw one of your freebie cards in there and you're guaranteed at least 1 person is going to look at it.

If you don't want to pay to have cards printed, you can do it yourself on your printer at home. Design the card like you would a poster: big headline, small picture, tiny bit of text and the URL.

Then lay out as many cards as you can on one sheet of paper, print it and then photocopy it very cheaply. Once you've cut them out you're ready to go!

<http://www.vistaprint.com> has a free business card offer, all you do is pay for postage (not much).

Keep your eyes open and always think creatively. Any time you see someone promoting ANYTHING out and about somewhere, consider whether you can do the same thing. Chances are – you can!

Part III – Forums

As mentioned in the main guide, there are many forums online where you can meet people who are interested in getting free gadgets.

However, there's more than just the freebie forums, and there's definitely a “best” way of going about getting one-way greens and trading greens.

1. Non-free forums

Think for a moment: “what type of person would want a free _____?”

If you were that person, what else might you like? What might your hobbies be? What sort of things might you enjoy?

Here's an example: most people who own iPhones are young men who are into technology and gadgets. And what else do those sorts of men like?

- Cars
- Motorbikes
- Mobile phones
- Watches
- Clothes
- Computers
- Video games
- Partying
- And so on...

There are forums all over the web for all these topics and way more. And those forums are crammed full of people who would be interested in getting free stuff!

Search for the forums online (just go to Google and type in “car forum”, or “video game forum” and you'll get loads). Then register for the forums, take a few minutes to introduce yourself and join in with a few threads.

Make sure you only join forums that are obviously busy. There's no point wasting time on graveyard forums that nobody visits!

Once you've made a few decent posts (10 or so) you can set up a signature in your profile. This means you can put a link in your profile that will show up in every single post you make on the forum!

Use that signature to advertise your ref link. Don't make it too spammy though – you don't want to get banned from the forum.

2. Freebie forums

Next there are freebie forums which are dedicated to getting freebies (you can find links to these forums in the main guide). Here's a few ground rules for these forums:

- DO NOT POST ASKING FOR REFERRALS – this will get you banned faster than you would believe.

That's actually pretty much the only ground rule :)

Inside freebie forums, you will find hundreds and thousands of people just like you who want to get greens for their gadgets. Trying to get these people to do a referral for you is pretty pointless. It's like trying to sell a car to a car salesman – he doesn't want one!

Instead, you have to become a contributing member of the forum so you can get into the trading area which is usually only for good members. So post a few times here and there, asking questions and offering up answers based on your experience.

After a bit you can get into the trading area, and start making trades.

This is where you do a referral for someone and in return they do one for you. When you're doing this, make sure you pick someone who has a trading history so they don't just run off after you've done their green...

Be polite, professional and quick when you're trading. Don't fuss or rush people, and always keep up your end of the bargain.

Lastly, pay close attention to what's going on in the rest of the forum. There are often some very smart people in there who have many great ways of getting referrals.

Part IV – World Wide Web

Lastly I want to talk about general promoting on the internet. This is a huge subject, and can get complex so I'll stick to the basics for now.

The idea is this:

You set up a website teaching people how to get free stuff by completing offers and doing referrals. Then you promote the website through something called “SEO” (which stands for Search Engine Optimisation). People will search the web for free stuff and naturally end up on your site. Then they click on your ref link and end up as a green for you!

If that all sounds rather complicated, don't worry, it's not. You can do everything for free, and it doesn't take long at all.

1. Setting up a free website

To get a free website, visit any one of these sites:

- <http://www.blogger.com>
- <http://www.squidoo.com>
- <http://www.wordpress.com>
- <http://www.weebly.com>

And sign up. All these sites will let you create a free website to post your stuff on.

For example, here's one I made earlier:

<http://free-3gs-iphone.blogspot.com>

Then you can add text, pictures and so on to the website to explain how to get freebies, and include your ref link all over the page so people can get started straight away.

When you're creating the content for your website, make sure you use lots of keywords like “free iphone”, “free xbox”, “free video games” or whatever it is you're promoting.

Search engines pick up on those keywords and show your website when people search for them. Don't overdo it though – if you shove in a huge block of keywords Google will think that your website is spam and ignore it

completely.

2. Promoting your website

Once the website is up and running, you can promote it to make sure it shows up in the search engines. The basic idea is that the more web links point to your site, the higher it will show in the search listings.

So you need to spread links to your website all over the internet.

Sometimes you can just put your URL ("<http://free-3gs-iphones.blogspot.com>") and other times you can create a proper text link that has words instead of the URL ("free iPhones" for example). It depends on where you're creating the link.

There are many places you can add links:

- In forum signatures – pretty much any forum you sign up to will let you put links in your signature. This is a great method.
- Blog comments – any time you comment on a blog post somewhere on the web you can include your website as your "homepage". There are literally millions of blogs out there you can comment on. This is another great method.
- Website directories – there are many free website directories you can add your website to. Just search Google for "free website directory". This is yet another great method.
- Social bookmarking – sites like <http://reddit.com>, <http://digg.com>, <http://del.icio.us> and so on are social bookmarking sites. You can bookmark your website on there and get a link. Definitely do this.
- On other free websites – you can set up 10 free websites on the sites above, and use 9 of them to all link back to the 1 main one if you like.
- On other people's websites – you can email the owners of any websites you like and ask them to put a link to you on their links page. Most people are happy to do it.

Next time you're in the freebie forums, check out the websites that people have in their signatures (most people have set up their own website at some point).

Ask people about how they did it, where they get links from and how

successful their websites are.

3. Other online methods

If you don't want to set up your own website (although I really think you should) you can promote your ref link or your shortcut URL in many other ways.

Here's a few examples:

- Post your URL on your Facebook status
- Post your URL on your Bebo, MySpace or any other social networking sites you're on (put it in your profile).
- Put your URL in your email signature file so it shows up in any emails you send.
- Any time you register for a new website and you get the option of adding your homepage to your profile, add your ref link.
- Bookmark your ref link on sites like <http://digg.com>, <http://del.icio.us>, <http://reddit.com> and other social bookmarking sites.
- Visit chat rooms and post your URL.
- Go on <http://www.omegle.com> to chat to random people and give them your URL.
- Post your URL as your status on any instant messaging clients you use (ICQ, AOL, MSN etc)
- Post your URL on your Twitter page.
- Any time you see a guestbook on a website, post your URL to it.
- Comment on blogs and include your ref link as your homepage.
- Put your ref link in your forum signatures so it shows up under your posts.

That's All, Folks!

I hope this gives you a better idea of how to go about getting referrals for your freebies.

Remember – keep the faith. If anyone tells you it's not possible or it's a scam, DO NOT BELIEVE THEM. Put the time in and you'll get your freebies, I promise.

Speak to you soon,

Sam Stone

Password Piece #2: T