

Free Insights

The Pros and Cons of Free Affecting Business, Sales and Income

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What are the pros and cons of free in business?

Pros of FREE in Business:

- 1). Free can be enticing and a lot of people like free things.
- 2). Free things can improve sales via product samples, demonstrations, word of mouth, referrals, etc
- 3). You can improve oneself getting and utilizing free things.
- 4). You can save and make money with free things and/or approaches.
- 5). In addition to building a following and obtaining potential customers, sales and opportunities, you can promote, marketing and advertise for free both online and in the real world.

Cons of FREE in Business:

- 1). You can lose money if you give away free things.
- 2). Free demonstrations can be a waste of time if you don't make money from them.
- 3). Many people don't like to pay and will try to get it for free. In fact, some of them will steal from you without paying you for your advice, information, services, etc. if you let them.
- 4). Free has limitations. Thus, it normally takes money to make money.
- 5). Despite the fact that you can promote, market and advertise for free online, it doesn't guarantee you closed sales and money. In fact, many businesses and individuals fail to benefit from content marketing as well as attraction marketing.

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