



MORE PROFIT

WITH FREEBIES MARKETING

IFE ADETONA

ABOUT THE BOOK

When people hear the word *freebies*, most don't associate it with marketing. In fact, only very few people know it as a marketing strategy. This book explains how you can use freebies and other similar strategies to improve sales and build your brand.

The strategies discussed in this book are tested and proven. They are not something the author got out of thin air. Big corporations and established businesses use the strategies from time to time to attract customers and huge sales.

The author debunks certain false assumptions that surround the use of freebies and other *near free strategies* in business. It explains how you can apply these strategies without running at a loss and to increase profit and patronage.

It is a well prepared meal that promises to fill your belly and your bank account with goodies. As you apply the strategies discussed in this book, I see sales skyrocketing.

Bon appetit!



ABOUT THE AUTHOR

Ife Adetona is an anointed preacher of the gospel. He is the President of the Sons and Daughters of Zion [SADOZ] Global Harvest Ministries. SADOZ is an interdenominational and discipleship ministry which has seen thousands of people baptized in the Holy Ghost with the evidence of speaking in tongues and helped people develop a friend to friend relationship with the Person of the Holy Spirit. SADOZ's daily discipleship and devotional manual called Daily Communion reaches and blesses tens of thousands of people daily to the glory of God.

Ife Adetona is also the president of the Koinonia Bible Institute [KBI], an online training academy of SADOZ which offers over twenty (20) courses that cut across all facets of life. Some of the courses/schools are: School of Ministry, School of Purpose, School of Leadership, School of Business, School of Prayer, School of Deliverance, School of Healing, Masterclass on Sex Education, Masterclass on Courtship, School of Mental Health, School of Sex for the married and more.

Ife Adetona is an author of over 30 books that is imparting the body of Christ maximally. He is the husband of Elizabeth Ife-Adetona and their home is blessed with godly seeds.

More Profit With Freebies Marketing

Copyright ©2021 by Adetona Ife Damola

ISBN- 978-978-966-592-1

Published in Nigeria by:

FOUNTAIN PUBLISHERS AND MEDIA

All rights reserved. No portion of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means- electronic, mechanical, photocopying, recording, scanning or otherwise without the prior written permission of the publisher with the exception of brief excerpts in magazines, articles, reviews, etc.

Published in March, 2022

For further information or permission, contact:

sadozinternational@gmail.com

Facebook: @Sons and Daughters of Zion

YouTube: SADOZ International

Telegram: t.me/sadozite

WhatsApp/call: +2347060916344, +2347032063929

Unless otherwise indicated, all Scriptural quotations in this book are from the King James Version of the Bible.

CONTENTS

What grandaunts are saying about the School of Business	-	-	-	4
INTRODUCTION	-	-	-	7
Chapter 1				
CROWD FUNDING	-	-	-	8
Chapter 2				
FREEBIES	-	-	-	9
END NOTE	-	-	-	23

What Graduands are saying about the School of Business

The SADOZ KBI School of Business has indeed been an eye opener. I must confess that applying to the School has been one of the best decisions I have made so far this year. The knowledge I gained from the school has changed my mental reasoning about business generally and I am so certain that I have been fully equipped with more than enough knowledge needed to help me when I finally fully launch into my private business. I want to say a big thank you to our lecturer. God increase you Sir and my tutor, God bless you greatly. **Olanrewaju A.**

I had the mindset of venturing into a business but not having any background knowledge of it but now, I'm well equipped with all I need. I give glory to God for teaching us in this manner from His archive and making Daddy (SADOZ president) the available vessel for this great achievement, more of God for you Sir. Amen. **Adeleke E.**

It was a great privilege going through this process. I was actually confused about the do's and don'ts about business but at this point, my confusion is cleared. I don't regret applying in this school. **Silas C.**

I got more ideas in line with my business and I was able to save more. **Ogunkolade A.**

My experience here has been amazing. I love all the teachings; they are inspiring and simple to understand. Signing up as a student of KBI SOB has changed my life so much and helped me in different ways in building my business from scratch. **Samuel S.**

This is a great place to learn business. Teachings received were impacting, practical and they helped water my passion for entrepreneurship and business, making me see more clearly that it is possible. Having gone through this school, I have grown in knowledge on the subject and my businesses will show forth the fruits. **Omokan O.**

School of business helped my proposed vision about being rich, being a CEO and having great confidence in the word of God. This school made me to know the four primary purpose of business (God, family, society and you) which never occurred to me. The principle of business taught me how to always think critically for the growth of my business, how to see God as the head of the business and not me, how to ask for ideas from God my manufacturer and my business owner. **Olarinde O.**

INTRODUCTION

There is something called the pricing game. It involves using pricing tricks or techniques to attract customers and quick sales. These techniques include promos, discount, installment payment, pay later schemes, freebies and many more. The one that stands out among them, which has never failed to achieve its purpose in pulling a patronage, is freebies.

Big corporations use this technique from time to time to attract customers and huge sales. The belief of small and middle scale businesses is that a person has to have a lot of money before engaging in this form of pricing technique. Another assumption is that it may amount to a loss or reduced profit.

In this book, I want to reveal to you that those assumptions are false. I want to inform you that even if your business is just starting today, you can use freebies to pull large customers. I want to show you how to properly use it in such a way that it doesn't result in loss or reduced profits, but more profit.

This technique as discussed within the pages of this book have been proven trusted and as you will see subsequently in the illustrations, I provide throughout this book to showcase how we have used it in our establishments as well as examples of other small and large-scale businesses. With few minutes with this book, the result will be a lot of money in your pocket and a rigorous session with teeming customers.

CHAPTER 1

CROWD FUNDING

Crowd funding can work alongside other pricing techniques such as discount, low rate and promos. But there is none that pull a crowd than freebies.

Ife Adetona.

To start with, let's examine the term "crowd funding" as it relates to business and profits.

Crowd funding is a term popular with politicians and for those who wish to raise money for charity. Crowd funding is a system of making many people pay little which eventually accumulates to a lot of money. You may not feel bad that your bank charges you ₦4 for an SMS, but if you multiply that fee by one million customers per day, that is 4 million naira. My bank has the habit of sending two SMS per transaction. They will send one for the transaction I made and another to inform me that they deducted bank charges on my transaction. So, if my bank sends a minimum of 2 SMS to their customers in a day, they are making ₦8 million. Multiply that by 30 days or 365 days. That's ₦2.9 billion.

The Nigerian Federal government charges 7.5% charge on every transaction, products and services you access. Nigeria is a country of over 150 million people. No matter how much you try to dodge that fee, we can safely say that pays at least ₦15 per day to the Federal Government. Do the mathematics. Multiply it by 365 days.

Why am I telling you this? I am opening your eyes to a side of business which many are not aware of. There was a time a bank in Nigeria,

Guaranty Trust Bank, targeted students and market women to have accounts with them. They were very desperate in their approach. Immediately after opening the account, they will compel you to deposit a minimum of ₦1,000 into the account. Even if you don't use that account, with numerous charges they deduct, that ₦1000 will be gone in a year or thereabout. But if you decide to operate the account, they will force an ATM card on you. Whether or not you use the ATM card, you will be charged for maintenance fee and SMS alert fee every month. There was a bank I used to have an account with. At a go, I received about four error SMS alert, another SMS to appeal to me and inform me of a reversal of the money deducted and another SMS to inform me that they were charging for all the error SMS. I was dumbfounded that day. Will I go to the bank to fight over a measly ₦12 or thereabout? But put that on a hundred thousand customers that they may have. That is 1.2 million naira gotten just by clicking on some buttons on the computer.

As a business person, I want you to also think crowdfunding. You may need the wisdom at one point or the other in your business. When we started offering free admission into some of our courses, we thought it would only give us increased awareness, but it ended up yielding more money for us. At the end of the course, students would pay for an e-certificate. The certificates cost us close to nothing to make because we have volunteers for that, but we charge ₦200 for each certificate. If 400 people register for our courses three times in a year, how much is that? What if we decide to add a token of 50 to it?

Meanwhile, if we decide to charge ₦2,000 on those free courses, we may not get more than 20 students and that will only give us ₦40,000 without

a thank you. The other one will come with a “thank you” and wider awareness.

TRAINING

Training of people is one area of business that can give you a lot of profit if you think crowd funding. This includes both online and physical training. If an apprenticeship training programme costs ₦50,000, instead of looking for one person who will pay ₦50,000, I can get two people to pay ₦25,000 each or 5 people to pay ₦10,000 each or even 10 people to pay ₦5,000 each. If I charge ₦5,000 for the training and I announce that I am reducing the price for the sake of students who are on strike or yet to gain admission, I can be sure of getting 20 students who will thank me for the opportunity. That is ₦100,000. I may even charge an extra ₦1,000 for the form which will give an additional ₦20,000. I will design a programme for them that will run into weeks instead of months and at the same time, they will get value for the money they pay. Of course, they wouldn't get the same value as the person who pays ₦50,000.

I will use the money I make from them to extend my shop or rent a hall, buy more tools and employ more hands or use semi-skilled fashion designers who just finished their own training. At the end of the training, they will pay a token of ₦1,000 for certificates. In all, I will make a sum of ₦140,000 within a few weeks. Then, I will release admission forms for a new set of students. I will also announce advance programme for those who wish to continue. Compare that to sitting with three trainees who paid ₦50,000 for 12 months.

Don't bother about the figure I quoted. It may appear too small or too big for you. Just look at the idea behind it and adapt it to your business.

China became the 2nd largest economic power in the world by selling at lower rates to more people, which is also a form of crowd funding. Religious organization, government and charity homes run on crowd funding. Crowd funding can work alongside other pricing techniques such as discount, low rate and promos. But there is none that pull a crowd than freebies.

CHAPTER 2

FREEBIES

The best things in life are free

-Luther Vandross

People like freebies and free things, no matter how sophisticated they may appear. To prove me wrong, go to parties and see how people dressed in expensive clothes hustle for party jollof rice and drinks. No matter the colour of a man's skin, we all love free things. Freebies will give you a crowd with the benefits that follow.

In this chapter, I will discuss several types of freebies. I will cite examples of businesses and corporations that make use of it and how you can effectively adopt it for your kind of business. Let's start.

FREE ACCESS

This means giving people free access to your product or services with a mindset of making profit from it.

i. Mobile Applications: mobile applications especially social media apps give you free access to their products. I believe you have a Facebook application on your phone, did you pay for it? How much did you pay for the Twitter app on your phone? What about Instagram? They would even force some apps on you. There was a time Xender was forcing Tik-tok on people. If you use Xender, a Tik-tok app will automatically download on your device. Facebook also forced its messenger application on me. Without using Instagram, I am aware that an account has been created for me on it by its mother company- Facebook.

When these applications give you free access, it increases their number of downloads and by extension give them chances to make more money through diverse features like WhatsApp pay, Facebook ads, Google adsense among others.

The only business Google does is free access. Gmail, GooglePlay, GoogleMap, Google lens, YouTube, Google search engine and other products they have are free. Yet, Larry Page, the co-founder of Google is the 6th richest billionaire in the world with a net worth of \$111 billion. By virtue of giving you free access to use Facebook and Instagram, many pay enormous sums of money to run Facebook adverts because they know that a lot of people will get to see it. Imagine if those applications charge people for access, many of us will not even try them out.

ii. Shoprite: Big malls like Shoprite give free access to their facilities. Many people go there for sightseeing, to hangouts or what you may call “tourism”. I have seen those who went to Shoprite just to buy a toothbrush. By giving free access, they get to sell some of their items to low income earners but that is not even where their money is. You will realize that shops at market places cost more than shops in residential areas. What makes it more expensive is nothing but the sheer number of people who walk through the market on a daily basis. In the same vein, because Shoprite gives free access, a lot of people walk into their stores on a daily basis. That makes the rent of their outlets to be on the high side. People pay much to have their shops inside Shoprite malls because of the crowd that come around the place. Corporations also place their adverts at the mall because of the crowd thereby earning Shoprite another means of income.

How will those who paid for expensive shops in Shoprite make their money? If a shop is in a Shoprite mall, the middle class and the high class people in the society believe that they sell quality items and then patronize those shops. While I was in courtship with my fiancée (now my wife), there was a day I needed to buy an item for her. I didn't know much about the product and so I couldn't risk going to the open store to ask for it. My surest call was Shoprite. I entered some stores that day and you need to hear how much they charge for their items. Eventually, I got a shop that sells at my level as at then. Of course, it is still on the high side compared to the roadside market. But I got value for my money.

Customers pay the shops and the shops pay Shoprite just by giving people free access. We pay MTN, MTN pays Shoprite in order to place an advert in their premises. All because of free access. If the low income class people of the society are restricted today from those malls, their revenue will drop.

iii. Blogsites and Websites: still talking about free access. This example should be clearer to you because you are likely to know some people who run blogsites. Those sites are accessed for free. You get to read quality information without paying a dime. But did you notice the adverts of MTN, Glo, Milo and so on that keeps popping on your screen? The owners of those blogsites are paid for allowing those adverts. They won't make a lot of money if you did not go there to read news for free. Have you ever wondered how YouTubers and Vloggers as well as comedy skit makers make money by uploading their videos for you to watch for free? Did I hear you say direct adverts and endorsements? That is not all.

YouTube, for instance, pays them by the number of views, likes and subscribers because that way, the adverts YouTube runs on their video reach people. The companies advertising on YouTube pay to YouTube. You and I pay those companies when we patronize them. I don't want you to just become mesmerized by the flow of money on those platforms. You should begin to think of how you can use it to your own advantage.

iv. SADOZ and Freebies- if you are familiar with the SADOZ ministry as well as many religious organizations, you are likely to have enjoyed their freebies. You may attend a church conference without paying a dime, not even an offering. But you bought some things in the market and stalls available in the convention ground. You even paid higher than what you would have paid outside the conference ground. Those people pay for the stalls. You may wonder how much they make from such.

For example, we organized a two days programme for about 300 participants. It runs from Friday night to Saturday midnight. There was a mini-mart. At the end of the programme, report revealed that the money we made from the mini-mart was more than the offerings gathered all through the programme despite that we collected offering twice. The attendees paid the mini-mart and the mini-mart paid to us. That was possible because we gave free access. If we had charged for that programme, we wouldn't have had that number of attendees.

Mind you, you would still say thank you to the organizers of such programme. If I decide to give this book out for free as an e-book, I am confident that 25% of those who read it will return to buy another book or even undergo a KBI course especially the Masterclass in Business

Marketing. That is how business works. You see favour, I see business. That doesn't erase the fact that it was favour anyway. I am only showing you the business side of it.

if you are familiar with the SADOZ ministry as well as many religious organizations, you are likely to have enjoyed their freebies. You may attend a church conference without paying a dime, not even an offering. But you bought some things in the market and stalls available in the convention ground. You even paid higher than what you would have paid outside the conference ground. Those people pay for the stalls. You may wonder how much they make from such.

For example, we organized a two days programme for about 300 participants. It runs from Friday night to Saturday midnight. There was a mini-mart. At the end of the programme, report revealed that the money we made from the mini-mart was more than the offerings gathered all through the programme despite that we collected offering twice. The attendees paid the mini-mart and the mini-mart paid to us. That was possible because we gave free access. If we had charged for that programme, we wouldn't have had that number of attendees.

Mind you, you would still say thank you to the organizers of such programme. If I decide to give this book out for free as an e-book, I am confident that 25% of those who read it will return to buy another book or even undergo a KBI course, especially the Masterclass in Business Marketing. That is how business works. You see favour, I see business. That doesn't erase the fact that it was favour anyway. I am only showing you the business side of it.

MAKING A PART FREE

You can't always make your products or services free. In some cases, you may only make a part of it free. I will quickly take you through a few examples of the things you can make free.

Free Delivery

You can't always make your products or services free. In some cases, you may only make a part of it free. I will quickly take you through a few examples of the things you can make free.

Free Delivery

You can announce a free delivery. You might have even added all or part of the delivery cost in the price product. I can tell you that I will deliver a plate of food to you for free and charge you ₦1,450 for a plate. I have factored in my delivery cost in the price. At times, you may not factor it in and it would result in minimal profit but it will also guarantee your future sales once you give them a taste. You can tell them the first purchase or the first three purchases come with free delivery.

The word "free" is so magnetic that it can advertise itself without much effort. If I place three handbills on the table for a seminar or course and two are very bold and legible with the course fees on it but one of them is blurry and not so beautiful but it contains the word "FREE". Which one do you think people would see first? Definitely the one with FREE written on it. It is our culture in the Koinonia Bible Institute to release our adverts at late evenings because our prospects will be online across our target WhatsApp groups and that assures us of high patronage. But there was a time we released a course- School of Mental Health. Because

of the vision behind that course, we decided to make it free. We released the advert in the afternoon. Before, evening, we had gotten the maximum number of applicants we needed!

Free Services

You can give free services like free installations. If I sell DSTV decoder and I want to hijack the market from the existing players, I could just announce free installation. I will make that word “free installation” very bold for my prospects to see. I tell you, I will end up recouping my money for the free installation. If I don’t get it from the product, I will get it through other means. That is aside patronage and assurance of referrals. I can promise you a free installation but you will pay my transportation fare. If you like my service, you will surely patronize me again and you will refer me to your friends.

Free Maintenance

Would you like to buy an electric gadget from a person who assured you of free maintenance for one year or buy from someone who doesn’t care about what happens to your device or gadget afterwards? I tell you most people would not require the maintenance service, but the guarantee you give is a good selling point.

Free product, charge for maintenance

Depending on your kind of product or service, you can do it for free but you charge for maintenance and servicing. For instance, there is a platform that allows you to host your website for free for the first year but you pay for the servicing subsequently. You can also do something like that.

Free first sales

You can give any freebies on the first to third patronage. Even when you go to churches as a first timer, you get a free bottle of coke.

Opay and Freebies

If you are living in Nigeria especially in the Southwest, you will know the company called Opay. They gained prominence with a lot of freebies that they offer. They offer freebies for motorcyclist and passengers. Through that, they were able to get a lot of people to install their applications and they also sold phones, helmets and even motorcycle to the riders. Whether they achieved their market projection to the extent, they wanted it, I don't know. The Nigerian factor caught up with them. Lagos state government didn't give them favourable conditions. Lagos state was their biggest marketplace. Nigerians also played tricks on them. For instance, when they announced free first three rides, some people used multiple sim cards to register for multiple three free rides and when they could not get free rides again, they went back to their regular commercial bikes.

They may not make a lot of profit and if they had loss it won't be much considering the fact that they brought in dollars to invest with. Given the exchange rate, the odds would favour them. At the end, they closed the Oride service which involves motorcycles but they kept running their application for financial transactions. As of this moment, they have over 5 million downloads on Play store. **They got most of their publicity through freebies.**

Buy one, get one free.

The other one you are giving for free could be the same product or another product entirely. It could also be “*buy two, get one free*”. When Chinese mobile phones wanted to take over the Nigeria market from Nokia, they started introducing freebies. Every phone came with two batteries when the major complaint was about the batteries. I remember buying a phone that came with two wristwatches, one for male and the other for female. Aside from selling cheap products, freebies was one method Chinese phone products took over the Nigeria market and Africa as a whole.

Conditional free items

Still on freebies. If I am selling phone accessories for instance, I could give free USB cords to my customers. If I announce that you can get free USB cords at my store, you will have to check in and ask for it then I will tell you the condition which would be: “*just buy any item, you will get a free USB cord*”. This is the trick. According to what I learnt, USB cords are bought at ridiculous cheap cost prices depending on the quality. If I told you to buy any item and you bought a power bank. I can sell a power bank that goes in other store at ₦1,800 to you for ₦1,850. You would still buy from me because of the free USB cord. I will make a profit while you think that it is going for free. I have only reduced my gain without making any loss. If I spread that profit on 500 people, you know what my gain is? Meanwhile, I may not be able to sell up to 500 items if not for the freebies. Tell me if there is any publicity agency that can give me a guarantee for such huge sales margin.

For all the ideas I am giving you in this book, I feel like charging you an extra cost.

Community Freebies

In my book *Ending Low Sales*, I wrote about community marketing. You can decide to give freebies to people from a certain community you belong or a group of people. For example, you can tell them that if they are coming from your alma-mata, the registration form is free. You must have seen people who told you to use a promo code. They announced that if you use that promo code, your first patronage will be free or some charges will be waved. When we launched our website and placed our e-books on it for sales, what we did was to allow people to download one of our fast selling books for free. That way, we got people who could navigate the site to test its usability. We used the result of the trials to improve on our services, thereby giving us efficiency and, of course, a profit. Not only that, we demonstrated to people how easy it is for them to buy books on our site.

The freebies may not be your product

You can give free facemasks to everyone who patronizes you. Some people will patronize you just because you are giving a branded nylon, towel, or pen. I have seen people who buy things from Shoprite just because of Shoprite nylon. You have been to banks too and see them put sweets on the table for you to take to keep quiet and not complain that they are delaying you. I have seen adults who pack such sweets out of greed. I tell you, such people can decide to visit that bank regularly just for the sweets.

Money Backs

This kind of freebies can also improve your sales. This is when you assure your customers that if anything should happen to the product or if they didn't get value for their money on the service, they can have their money back in full. That alone will make people buy from you because you are taking the risk from them.

Obvious Advantages of Freebies

I don't need to outline the advantages of freebies to you, you've already seen them throughout the pages of this chapter. I told you earlier about how we were able to generate money from the certificate charges on our free courses. That aside, many people get to come for our programme through the free ones. Not many people would trust an online audio course because it is relatively new in this part of the world but since it was free, they believed that there is nothing bad in trying it. Of 100 people that go through our free courses, I am confident that nothing less than 50% will return to pay for more courses.

For every series I write, we give out a free e-book. For instance, this in your hand is one of the marketing series. There are up to 5 books in the first marketing series and one of it is out for free- temporarily. That free one is a bait to draw people to get other books in that series or even to buy any of our books. I have advertised KBI courses in this book, I am sure that some people will at least register for one course.

MORE ON FREEBIES

Thank you

You must present your freebies in such a way that it will attract a *thank you* from your prospects. Let it be as though you are doing them a favour. The joy of earning money with a thank you can only be likened to getting an “*awuf*” money. Awuf means bonus.

Hide your terms and conditions

Freebies is always a bait, so it will be helpful to hide your terms and conditions depending on your kind of product and service. When I say you should hide your T&C. What I mean is that you should let them come to you before spelling it out. Once they are with you, they will have a lower resistance.

As a reward

When you use freebies as a rewarding system, people feel privileged and they get hooked on it. You can give freebies as a reward for referrals. We do this in KBI. We ask graduating students to upload their certificates to their Facebook status and write something about the course for a reward of an e-book. When they do that, they get to read one of our books for free. You can be sure that they will buy another one because I write well to the glory of God. And my adverts will draw you to other books. In the same vein, those they referred will pay for the courses they apply for and that's more money for us.

You can also give rewards for a second sale. Assuring your customers that if they buy for the second time or a number of times, they get some free items. You can also reward a community like I have said. You can use your customers' data that is with you to inform them of some freebies and get them to patronize you.

If I have a store on a school campus, for instance, I will compile the data of my customers and send messages to them as they resume for the new semester or session. I can send something like: *“Welcome back to campus. It shall be a glorious semester for you. Pick up your free USB cord at Citadel Telecom any time you are free between now and 5th of August. Stay blessed”*. You can imagine the crowd that message will attract. It is when they arrive at my store that I will reveal that they get the gift after buying an item. You will wow them if you can include their name on the SMS. For instance, start the message with *“Dear Steve”*.

You may wonder how possible it is for you to write names for 200 contacts. It is not because you didn't take your marketing seriously. I remembered receiving phone calls from multi-choice not once, not twice asking me to upgrade my decoder to another package or informing me that if I pay for my package within a period, I will be eligible for a free upgrade. I remember taking them seriously at a time and I got an upgrade. I couldn't downgrade it again. Until I stopped using it, I paid for that package. I even received a call from them asking why I abandoned my decoder.

WOM

Aside from the several things your business stands to gain using freebies; the biggest of all is WOM- Word of the Mouth marketing. That is the strongest and the most effective kind of marketing you can ever get for your business yet, it is the cheapest. That is why corporations like Amazon, Jumia and mobile applications chase you around for ratings and reviews.

If you see an advert of two movies showing in a cinema and you can only watch one but you are indecisive as to which one to watch. Then, a friend of yours comes in and tells you of a particular one he just saw and how interesting it was. Which one would you go for? You are likely to go for the one that your friend told you about. If a new restaurant opens in town, you may not pay attention to it until a friend of yours comes around and tells you how good their chicken is. That is Word of the Mouth marketing. Opay as I explained earlier, enjoyed a wide publicity through this.

Concerning the example I cited about sending SMS to students on campus to come for free USB cords. You won't be surprised that they will tell their friends about the offer. Even if the shop is hidden behind a tree, they will locate it. That is the power of WOM.

END NOTE

Any business can run freebies and have results. Pick the most suitable option among the ones I have explained in the book. You can also combine the options for maximum efficiency.

You should read my book on pricing techniques titled: *Selling Fast With Pricing Techniques*. The book will introduce you to numerous pricing techniques aside from the freebies such as discount and promos and their proper application for maximum profits.

BUSINESS SERIES



INDEX

Receiving Salvation

You were born a sinner condemned to hell but Jesus Christ died for your sins, gave you power to sin no more and to enjoy life here on earth and hereafter. All you need to do is to believe and accept His works by declaring Him as your LORD and Saviour. Do you believe this? Say: Lord Jesus Christ, I accept that you died and resurrected for the remission of my sins, I declare you as my LORD and Saviour. Amen.

Steps to Receive the Baptism of the Holy Ghost

1. You are not to ask or beg God for it, just expect it.
2. Believe He has given you and you will manifest it.
3. Don't hate tongues. That some people misuse it doesn't mean it has lost its power.
4. Don't pretend not to need it. Holy Ghost baptism is not just about tongues, it is about empowerment but tongues is the initial sign that you are baptized.
5. Clear your minds of doubts. God will give you but if you think that any sin can hinder you, ask for forgiveness now and now. (Isa 1:18 *Come now, and let us reason together, saith the LORD: though your sins be as scarlet, they shall be as white as snow; though they be red like crimson, they shall be as wool*). And forgive everyone in your heart.
6. As I pray for you, you will be baptized and you will speak in new tongues.
7. As I pray for you, the Holy Spirit will give you utterances and you will speak it out. Note that utterance means any sound produced with the mouth. That means the utterance could be one syllable or two. It could be one word or more. Understand that you are the one

that will pronounce the utterance in anyway it comes to your mind as the Holy Spirit gives you utterance.

8. When I pray for you, the utterance would come. Don't think you are the one thinking it, it is not you. Don't think you will be unconscious or lost, it is not so. Don't be bothered if you don't know the meaning just speak it. And keep repeating whatever comes to your mind.
9. Daddy thank you because you are a faithful God, you always hear me and you are eager to give us more than we are eager to ask. I pray for you: receive the Holy Spirit right now in Jesus Name.
10. Open your mouth and began to speak those tongues.

Steps to Receive Healing

1. **1Peter 2:24 says:** *He personally bore our sins in His [own] body on the tree [as on an altar and offered Himself on it], that we might die (cease to exist) to sin and live to righteousness. **By His wounds you have been healed.***
2. You have been healed. You have been healed even before you had that illness, what I'm about to do by praying with you is to proclaim your healing.
3. As I do that, the pains and symptoms will be no more.
4. After I pray for you move that part of your body just as though it was healed already because it is an instant healing.
5. I proclaim you healed and whole right now in Jesus Name. The last time you had that illness is the last you will ever have in Jesus Name.
6. Check it out and share your testimonies.

BOOKS FROM FOUNTAIN PUBLISHERS:

1. Mocking the Devil
2. The Pentecost Volume: Speaking in Tongues
3. The Communion of the Holy Spirit
4. Prayer that Works
5. Roaring Faith
6. Beyond Purpose Discovery
7. CDA: Unlocking the Supernatural
8. Time and Task Management
9. Understanding the Call and the Five Fold Offices
10. Money and Human Management
11. Impartation for the Gift of Prophecy
12. Impartation for the Spiritual Gifts
13. Healing Mantle
14. Healing Power
15. Living Without Drugs
16. Anointed to Heal
17. Ultimate Purpose Finder
18. Discover Your Purpose in 2 minutes
19. You Are Not A Bonus
20. Clarifying Purpose And Ministry
21. Purpose Fulfillment Guidebook
22. Human and Resource Management
23. Christian Leadership
24. Arousing the Leader in You
25. Developing the Leader in You
26. Exceptional Leadership
27. Secrets of Successful Business

28. Understanding Business and Capital Management
29. Tithing Testament
30. Biblical Business Sense
31. What Can I Sell: How Can I Sell
32. Ending Low Sales
33. Winning Customers Always
34. Extraordinary Marketing
35. Selling Fast with Pricing Techniques
36. More Profits With Freebies Marketing

Books by Elizabeth Ife-Adetona

37. You Can't Pay the Price of Missing God's Will
38. Breaking the Yoke of Wrong Relationship
39. Dream Spouse at your Doorstep
40. Proper Relationship Approach
41. Finding God's Will
42. The Opposite Sex and I

Books by Abegunde Damola Samson

43. Fortified Health
44. My Bible, My Friend
45. Prayer Energia
46. Discipleship Mandate

Fountain Series (Mini Books)

47. Romantic Romans (Exposition on the book of Romans)
48. Ojuju (Dealing with Bad Dreams)
49. Immortal Kombat (Understanding Christian Warfare)
50. Every Name Named (Unveiling the Power in the Name of Jesus)

KOINONIA BIBLE INSTITUTE- KBI

We offer specialized courses in:

1. SOP- School of Prayer
2. SOH- School of Healing
3. SOD- School of Deliverance
4. SOF- School of Faith
5. SOM- School of Ministry
6. SOPP- School of Purpose
7. SOB- School of Business
8. SOL- School of Leadership
9. SOTP- School of the Prophetic
10. SPG- School of Spiritual Grooming
11. SFTM- School of Full Time Ministry
12. SSG- School of Spiritual Gifts
13. SKT- School of Koinonia & Tongues
14. SFS- School of Financial Success
15. MSE- Masterclass on Sex Education
16. MCR- Masterclass on Relationship
17. MCC- Masterclass on Courtship
18. SOX- School of Sex (for the married)
19. MED- Marital School for the Engaged
20. MEC- Masterclass on English Communication
21. MBM- Masterclass in Business Marketing
22. TOTM- Training the Trainers Against Masturbation, Pornography
etc
23. FSC- Foundation School for Believers and Muslim Converts
24. SMH- School of Mental Health
25. SMC- School of Music

Classes and lectures are held online and it is highly interactive and efficient. Course registration is affordable and we also have free courses as well as scholarship programmes. Contact Peace for details: 09024430243.