

Idea 6: Free is profitable

The idea of free companies is synonymous with economic loss. However, free can be profitable.

For example, one form of internet business is the blog. This is giving free information on a topic. However, we see that there are ways to make money on the internet from this free content: advertising, adsense, products, recommendations, advisories, conferences, etc.

It's a matter of finding a way to get a post-profit (making money later) from the free.

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