

Freebies that Convert

ATTRACT
CLIENTS ONLINE



Lead Magnet/Freebies Training

To attract your ideal client, you'll need a free offer - your freebie. This might also be called a lead magnet or irresistible free offer (IFO). Your freebie provides potential clients, including your website visitors, a taste of the transformation you provide and is a powerful start to a relationship with them.

In this module, you'll learn:

- Best practices for creating effective and irresistible freebies
- Challenges with free offers
- Types of freebies
- Steps, tips, and tricks for creating your free offers
- Landing page do's and don'ts for delivering your freebie
- The top 10 mistakes when creating freebies (and what to do instead)
- Where you can offer your freebie to grow your email list

What makes a great free offer?

- Creates like-know-trust
- Gives a taste of what you do
- Illustrates your style and character
- Shows your potential clients why they need you
- Positions you as an expert

The Challenge With Free Offers

The most important aspect of a freebie - **It needs to be an instant gratification offer (or a 'quick win')**. However, the problem with freebies in the transformation business is that they are not instantaneous.

We usually want to share the depth of transformation we provide, but this is not possible (or beneficial for you) in a free offer. To make your freebie irresistible, consider:

- What's a small, usually strategic, issue that your ideal client is struggling with and that you can provide a simple solution for?

Less is More

The second most important aspect of a freebie is - **It should be quickly and easily consumable.**

Giving people a taste of the transformation you provide can be a powerful start to a relationship with them. It allows people to experience you in a non-threatening way. The more you can give, the more you can earn.

However, **a free offer should deliver a 'quick win' and provide instant value.** If you give someone a 2-hour video or an 80-page ebook as an initial freebie, it's too much too soon. They probably won't spend the time to consume it, so any transformation in

it will be lost.

The best freebie has the following characteristics:

- It contains your best ideas that are suitable for people at an entry-level of relationship with you. (Don't be afraid to give away your best information! Your audience will begin to see you as the expert.)
- It's in the format that you are most comfortable with. If you love to write, make it a written report. If you love to speak, make it an audio or video.
- It should provide instant value in the first 5 minutes after they download it. The title and description should be clear about that value.

RECOMMENDATIONS:

1. Be specific and not too broad. (Your audience should know exactly what they are getting, as well as the benefits and results of opting in.)
2. Don't make too bold of a promise. (Give them a believable quick-win.)
3. Make sure it's actionable! (Real results create like-know-and-trust!)

4. Break it down into one simple thing they can do today. (For example, a simple step-by-step formula).
5. Don't just educate. (Inspire them to take action and give them a 'quick win.')

In the last module, we discussed how to conduct strategy or discovery sessions - in other words, a (profitable) free consultation.

Free Consultation - Use 'assessment' or 'analysis'

- Give your consultation a client-attracting, descriptive name like 'Optimal Health Session' or 'Business Breakthrough Session'.
- Give it a juicy description. For example, "You'll discover the 5 things that might be holding you back in your business, and the #1 thing you need to do to move forward."

While a strategy or discovery session is a valuable free offer, eventually you will want to create additional lead magnets that do not require your personal time to deliver. Your freebie could be a special report, template, checklist, video, audio, or a free coupon or sample with an invitation to apply for a discovery call at the end.

Types Of Lead Magnets

Checklists (or cheat sheets)

A checklist helps people avoid mistakes by completing all the necessary steps. It's also a hot way to give lots of information in an easy-to-digest way.

Examples:

- 5 Mistakes that...
- 5 Signs that...
- 5-Step Checklist
- 10-Step Checklist
- Top 10 Checklist

Template

A template makes tedious or difficult tasks and projects easier, or provides a way to make a verbal or written process easier.

Verbal processes:

- Scripts (sales scripts, referral scripts)
- Difficult conversations

Written processes:

- Email templates

- Letters
- Forms

Assessment/Quiz

You can introduce your offer to your audience in an interactive way. People love to be assessed if it provides valuable or informative insight.

An assessment or quiz can be:

- Fun- (Type-based)
 - With a type-based quiz or assessment, you've created categories, or avatars, that give your ideal client an identity.
- Examples:
 - What Harry Potter Character Are You?
 - What's Your Money-Model Type? (starving genius, compulsive creator, overworked giver)

Creation Tip: Offer the quiz as a PDF that they can score themselves, or use a software like Dialogue or Leadquizzes to make it more interactive and have generated results.

Short Ebook

This is a PDF (less than 10 pages) that functions similarly to a checklist, giving lots of information in a short, easily digestible way.

Use either:

- The “Short/Long” format (Short title, long explanatory subtitle)
 - Example:
The Relationship Paradox: How Single Professional Women Sabotage Their Romance as They Build Careers
- The “Numbers” format (This gives your ebook a sense of immediacy)
 - Example:
 - The 5 Money Mistakes Even Smart Women Make

Creation tip: Use Word, Acrobat, or Canva to create PDFs, or find a designer on Fiverr.com to format your ebook. Having it professionally designed can make a big difference, especially with a short ebook.

Video

This content will be the same as an ebook (even the title), but with the chance for the audience to build a more personal connection with you.

Creation Tip: It's great to have professional video done and it may be the right approach for your free offer, since you want your first impression to be as strong as possible. However, shooting outside with your smartphone can still give you a decent quality video.

Be sure to:

- Use a tripod, so your video stays steady.
- Use a microphone. We recommend a lavalier mic which you can get for about \$20.
- Use shade. A cloudy day is fine, but you want to be shaded on sunny days for best visibility.

Infographic

These visual aids are a great way to present information in a clear and concise manner.

Creation Tip: Use the Infographic templates on [Canva.com](https://www.canva.com) or try another platform such as [venngage](https://www.venngage.com) or [piktochart](https://www.piktochart.com). (They're free!)

ADDITIONAL EXAMPLES OF USEFUL, POWERFUL FREEBIES

- Guide or report
- List of resources
- One-page cheat sheet
- Audio or video training (remember the 5-minute rule!)
- Coupon or free ticket

3 Questions To Ask Before Creating Your Freebie

1. Who exactly are you creating this free gift for?
2. What do you want to be known for?
3. What do you want this free gift to do for you?

5-step Perfect Freebie Formula

1. Name your audience's burning 'want'

- Questions you've asked a lot
- Issues that regularly come up in sessions
- Look at title templates
- Pain they've described, not the pain you know they have

2. Choose the freebie format

- Checklist
- Template
- Quiz/Assessment
- Short Ebook
- Video
- Free Consultation

3. Compelling name

- 5 mistakes that (target market) make when they (attempt outcome)
- 3 secrets to
- 7 steps to
- 4 steps to take before you

4. Write content

- Illustrate with stories
- Use client testimonials as examples

5. CTA (call to action) to follow up

- Tie directly to content you have shared
- Share exactly what you do
- Share exactly what they will get (benefits and results)

6. Bonus: Feedback - does this work?

- Ask the following questions:
- Does the freebie meet the promise of the title?
- Is the content clear?
- What's your audience's favorite part?
- Are any parts confusing?
- Does your audience know what they should do next?

Revisit your freebie every 3-6 months to see if it's still representative of

your style and offerings, especially at the beginning of your business when your message is continually being refined.

Tips For Creating Great Freebies

- Require an opt in. The primary purpose of your free gift is to grow your email list and a community that is interested in what you offer.
- Focus on the presentation. It really does matter. Visitors judge our products based on their appearance. Ensure your cover is appealing to your ideal clients. The use of a great graphic on the opt in page will increase the perceived value of your gift. Make sure the content is edited and flows properly.
- Forget that you are offering this gift for free. Create your gift with the mindset that you are selling this as a product. Giving the creation process the same degree of attention and care you'd give to a paid product will make the end product more valuable.
- Make the content relevant to a product or program you sell. Your gift will then attract people who are interested in what you have to offer for an investment. If they are impressed with your free gift, it will be easier to present your paid offer.
- Remember to include a call to action. Explicitly invite the audience to take the next - specific - step.

Creating A Client-attracting Title

1. Make sure you are offering a solution to a problem.
2. Make it clear that they'll get the transformation fast (quickly consumable).
3. Start your title with an attention-grabber, like:
 - 3 secrets to...
 - 3 mistakes that...
 - Quick-start guide to
 - Ultimate checklist for...

Top 10 Freebie Mistakes (And What To Do Instead)

MISTAKE 1: Writing to a general audience, rather than to a specific person who is your ideal client

We are bombarded with information and advertising 24/7. It is no longer sufficient to put out generic messages that 'speak to everyone.' In trying to speak to 'everyone,' you will speak to no one.

For example, if your expertise is weight loss, the challenges, motivations, and desires will differ from a person wanting to lose 10 pounds to look good for their high school reunion and another person wanting to lose 50 pounds to reverse Type-2 diabetes and drastically improve their health.

INSTEAD: Know your ideal client's exact pain points and desires and speak directly to that one person. (Remember your avatar.)

MISTAKE 2: Having too broad of a focus

Related to the weight loss example above, you do not want to create a freebie that simply addresses 'weight loss.'

INSTEAD: You want to make a specific promise as a result of consuming and taking action on the content in your freebie.

Examples:

- '5 Steps to Reversing Type-2 Diabetes'
- '3 Mistakes You Might Be Making in Trying to Lose the Last 10 Pounds (and what to do instead...)'
- '7 Steps to Losing the Post-Baby Weight'

[Note: Be cautious in using the terms 'weight loss' and 'losing weight' when advertising on Facebook. You will have to find a different doorway to address weight loss, such as 'increasing energy', or 'looking and feeling your best.']

MISTAKE 3: Giving away 80-page ebooks and hour-long videos

Not long ago, an 80-page ebook was the norm. However, we're all overwhelmed and there's a plethora of information, so people are more likely to opt into an instant gratification offer.

INSTEAD: Break up your content into shorter 'slices' of transformation and deliver a 'quick win.' Focus on ONE thing with 3-5 action steps that will 'move the needle forward.' Do not give them more information than they need. Drip the content one bite at a time, so you can have them wanting more.

MISTAKE 4: Making too bold a promise

The depth of transformation you provide may be enormous. However, people tend not to trust you if you promise too much, too soon. It's like meeting someone for the first time and proposing marriage.

INSTEAD: Focus on one smaller result within each freebie.

MISTAKE 5: Using jargon or tribal language

A confused mind never buys. Avoid using industry jargon or "tribal language" (words and phrases that identify your brand and make sense to your community.) This belongs in your fulfillment phase, not in your marketing.

INSTEAD: Use language that everybody can understand. Check out the

Hemingway app, which can help you write in a more clear and concise manner.

MISTAKE 6: Selling to 'need' and not 'want'

Just as in paid offers, a free offer must address what ideal clients want or solving their pain points.

For example, 'Grow Your Sales by Identifying Your Target Audience' or '5-Days to Knowing Who Your Target Audience Is' may be attractive as secondary-level offers. You may know that they need to know their target audience. However, someone who wants to grow their sales wants to grow their sales.

INSTEAD: Consider:

- The 7-Point Checklist to Grow Your Sales
- 5 Stress-Free Steps to Overcoming Objections

MISTAKE 7: You're educating, or asking people to know too much up front

Beware the curse of knowledge. You may be really excited to educate your audience about how to get what they want or what is holding them back. However, the freebie is designed to meet them where they are.

For example, "Are you at risk for vocal nodes?" or "The 7-Step Checklist for Avoiding Vocal Nodes" would most likely attract vocalists who know what vocal nodes are, or that they could be a problem for singers.

INSTEAD: Consider:

“The 7-Step Checklist to Improve the Power of Your Voice,” which allows you to educate within the free (and sells to ‘want’ and not ‘need’).

You can educate your prospect once you get them into your freebie. Do not try to educate before they download the freebie (or on the landing page). Instead, you want to equip your ideal client with a few key pieces of information needed to get a result and inspire them to take action.

After your freebie is downloaded and consumed, you can invite your prospect to take further action into the education portion.

For example:

“If you’re interested in how to _____, _____, and _____, I invite you to check out more details at _____ (URL), where you can find out more about my _____ program.”

MISTAKE 8: Trying to attract those who do not know what their problem is

For example, if your freebie is entitled, “The sensory integration disorder toolkit,” someone would have to know that they have sensory integration disorder to be able to take advantage of your freebie. If you’re trying to attract people who don’t know what their problem is, or don’t know enough to even want your freebie, then you need a different freebie.

INSTEAD: Address core desires (i.e., 'want') and solving pain points.

Examples:

- Core desires
- 7 Steps to Maintaining Your Focus in a Noisy Environment
- 5 Tips for a Calm & Peaceful Workspace
- 3 Simple Tricks to an Organized Work Schedule (for the Highly Sensitive Person)

Solving pain points

- 3 Surprising Tricks for Reducing Your Sensitivity to Noise
- Stress-Reduction Toolkit: 7 Small Changes to Decompress in 30-Seconds or Less
- 5 Strategies to Eliminate Energy Vampires from Your Daily Life

MISTAKE 9: Writing on a topic that isn't your main focus

You've heard the saying, "There are riches in the niches." You may be good at many things or have expertise in different areas. However, if people do not know what you do or what you stand for, they will not know how to find you (or who to refer to you).

Choose a main focus and be the 'go to person' for that topic. Sometimes you have to 'give up the good to get to the great.' (And, you do not have to choose a topic and stick with it forever. You can always pivot or branch out when it makes sense for your business.) Especially when you are first starting out, it is important to pick a topic and stick with it.

MISTAKE 10: Have the free offer be independent

It's a waste of time and expense to create and run ads to lead magnets on topics that are not of interest to your target market, or not related to your Signature System. It should be part of an overall strategy that causes a client to take a specific action.

INSTEAD: Your freebie should be congruent with your Signature System. It's the entry-point designed to get your ideal client a 'quick win' or a 'slice of transformation,' so that they can take the next step in working further with you.

Think of the free offer as the 'first step' in the process of working with you. In a 'sales funnel,' the freebie is the first step in getting a prospect to take action and get to know your business.

Hint: It can be helpful to work backwards from your Signature System. What is a smaller piece of transformation someone may get on the way to completing your Signature System?

Examples:

Signature System

Signature System Blueprint™

Funnels & Facebook Accelerator

Freebie

Elevator Speech Template for High-Paying Clients™

3 Freebie Templates that Work for Coaches, Healers, & Consultants™

Signature System

Advanced Stress-Relief System™
(Terry Maluk)

The Facelift Diet™
(Star Khetchara)

The Copy Cure™
Copywriting Course
(Marie Forleo)

Freebie

Go From Stressed to Calm in Less Than
7 Minutes™ (Free Audio)

Eat to Rejuvenate: Add these 10 Anti-
Ageing Fruits to Your Diet Today™

Copywriting Course Free Sample:
Learn 3 Secrets to Copy that Connects
and Converts™

Most lead magnets are delivered using a squeeze page or landing page.

Landing Page Do's And Don'ts (To Get Leads On Your Email List)

- The landing page should be clear, concise, and easily understood, while also being descriptive enough to make someone opt in without needing to read more. (Ideally, use 3-4 enticing bullet points.)
- Make sure your opt-in button is “above the fold.” (Don’t make them scroll down to find it!)
- Use appealing images and branded colors to make your page both visually attractive and uniquely you.
- If you’re directing from a Facebook ad, make sure the imagery is the same or in the ad and landing page. (Otherwise, people will feel

disconnected from their journey.)

- Don't use "click here" as a call to action.

While free offers are typically delivered with a landing page or website, don't let that stop you from getting your freebie out there!

Places You Can Offer Your Freebie To Grow Your List

- Facebook groups (Check group rules for designated days to post free offers.)
- Your blog (Add the opt in box on every post.)
- Speaking engagements
- Teleclasses
- Webinars
- Google Hangouts
- Telesummits
- Interviews
- Online forums (in your signature box if allowed)
- Articles (in your resource box)
- Trade shows
- Local events
- Email signature and your business card (Add a teaser statement and a link to a page with the opt-in offer)
- Your recorded phone message
- Social media
- Videos

Research

1. Freebies that some of my competitors are offering:
2. Things I like or dislike, or find compelling about each one:
3. How are they being positioned? (Benefits, etc.)
4. Which freebies do I feel most compelled to opt in for and why?

Create Your Freebie

1. The format I am most comfortable is:
2. The title of my freebie is:
3. The main points I want to cover (the outline of your lead magnet):

Assignment:

1. Research! Complete the competitor research section to discover the types of free offers being offered in your niche and what makes them compelling.
2. Create the name and outline of your lead magnet.

3. Begin brainstorming how you will position your free offer(s) on your website or landing page. What are 3-5 benefits (bullet point style) that someone will get as a result of downloading and consuming your freebie?

4. Is your freebie congruent with your Signature System and does it serve as the first step as part of an overall strategy?



Pamela is a sought-after business coach, author, and speaker with a history of groundbreaking successes in the transformational industry. After removing her own discomfort with marketing and sales, Pamela built her business from \$375/month to \$1,000,000 in less than 3 years. She specializes in working with conscious entrepreneurs to build six and seven-figure businesses by combining effective marketing strategies with cutting-edge mindset tools. Pamela created Attract Clients Online, a social media marketing agency, to support other transformational entrepreneurs like coaches, healers, speakers, trainers, and authors. She helps them introduce their brands to worldwide audiences while being well-rewarded for their transformational gifts.