

ATTRACT CLIENTS ONLINE

7-STEP CHECKLIST FOR YOUR PERFECT FREEBIE

Use this checklist to make your freebie effective and irresistible.

LASER-FOCUSED

- Focused on ONE thing your ideal clients wants or is struggling with. [You cannot solve all of their problems in one freebie.]
- Freebie is really clear with the promise or benefit they will get.
- Freebie breaks it down into 1 simple thing they can do today.

OFFERS A "SLICE" OF TRANSFORMATION

- You have picked ONE thing your ideal client wants or is struggling with. [Do not try to offer the full depth of transformation you provide in one freebie.]
- Does not make too bold of a promise.
- Provides transformation one bite at a time, so you can have them wanting more.

DELIVERS A QUICK WIN

- Freebie is actionable and results-oriented
- Sets your prospect up for success [Moving the needle forward]

will improve their belief in their own ability to transform, as well as your ability to lead them.]

- You are not attempting to educate them in the title or landing page.

INSTANT GRATIFICATION OFFER

- Provides an immediate payoff or alleviation of pain
- Avoids delay or uncertainty
- Delivers on what is promised in the short-term

QUICKLY AND EASILY CONSUMABLE

- Consumable in 5-10 minutes
- Does not give more information than they need
- Makes the complex simple (For example, a template, checklist, cheat sheet, or quiz)

PROVIDES INSTANT VALUE

- Saves them time
- Makes or saves them money
- Helps them avoid pain [They have to know they have this problem.]
- Helps them gain pleasure
- Increases their status

MARKETING READY

- Congruent with your offer(s)
- Avoids jargon or 'tribal language'
- Gives them what they want or addresses what they are struggling with (not what you think they need.)
- Uses a headline formula to evoke curiosity and entice your prospects to opt in