

TOP TIPS FOR CREATING A DYNAMIC FREEBIE RESOURCE

Source: Jody's notes from Joint Venture Insider Circle (JVIC) Teleseminar on Creating Freebies

With [Gina Caruso Hussar](#) and [Sylvia Coleman](#)

THE BASICS:

- You need two types of freebies:
 - An evergreen freebie (anytime)
 - These build your list a lot more, but might not attract people who are willing to pay.
 - A timed freebie (live and scheduled)
 - You'll get fewer leads from these, but they'll be better leads from people more willing to pay.
- First, you must know exactly who your ideal client *is*, what their problem is and how your solution benefits them.
 - I help <target market> do <what they can do> so they can <benefit>
- Ask yourself "What solution do you offer that a Google search can't find?" This will help you identify something you offer no one else can...your personal signature that makes your solution unique.
- Incorporate this statement into the introduction of your freebie.

THE CONTENT

- If you don't have an audience, create it for the audience you *want*, based on research.
- Think about your freebie as the first step on the path that will lead them to the next step and each step leads to the next. Like a tree with branches.
- People like stories and case studies.
- Include these 3 parts of a freebie (can use for intros for any presentation or product):
 - 1. Introduction**
 - a. Engage them. Start with a question that gets them thinking of the answer in their mind:
 - i. Have you ever wondered?
 - ii. Do you ever wish?
 - b. The WHY you created this: "I created this training because..."
 - i. Plug in your passion "...because I'm tired of seeing....only to see them..."
 - c. The WHY should they trust you?
 - i. This is the abridged version of your tipping point. "I've been where you are. I tried...and this is what happened."
 - d. Your big Aha moment
 - i. "But then I found..."
 - 2. Main content** – It must be actionable. For each content point, include:
 - a. What it is
 - b. Why it's important
 - i. The cost of not doing it
 - c. How to do it
 - i. Seed the idea of the other programs/resources you have, but don't pitch them or push them down their throats. "We dive a lot deeper into this method in my <<course/service>>, but briefly, here's what to do."

3. Conclusion:

- a. What you hope they take away.
 - i. Restate the value of the content "Isn't it amazing that just in a few minutes you can"
 - ii. Restate your authority
 - iii. Restate the value of the solution "I did this and these were the results"
- b. Give a Call to Action
 - i. People want to be led by you
 - ii. If they like you they will want more of you

THE TITLE:

- It's always better to be clear than clever, specific than general.
- The name should be outcome-driven.
- The specific # + the pain point + the TM + time
- #s make things feel concrete and when they will get the outcome they desire
- Relationships: Never Date the wrong date again
- Words that convert the highest:
 1. Decoder
 2. Blueprint
 3. Cheat sheet
 4. Report
 5. Cliff notesThese words leave people feeling like they get a shortcut.
- If these don't work, the next best are:
 - Backstage pass
 - Behind the scenes
 - Voucher
 - PlaybookBe careful using these, that you are using them properly and in context.

THE IMAGE:

- You need an enticing image. As a rule of thumb, if you are using images like everyone else in your niche, it's probably not compelling enough. Take a screen shot of freebies you like. Think outside the box.
- One image that converts really high is a smiling woman.
- Others are crazy images that show thinking outside the box

THE COVER: you want it to be a 3D cover image vs flat

TO STANDOUT:

- Use bright colors
- Highlight the outside of your image (border)
- If you are promoting on FB, do not have it FB blue and use bright even neon colors.