

3 Freebie Templates

That Work For Coaches and Healers

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MAKE YOUR
SUCCESS **REAL**
WITH PAMELA BRUNER

If your work transforms people's lives - as a coach, consultant, healer, speaker, or trainer - you're always looking to expand your reach so you can help as many people as possible.

But if you're anything like me when I started out, finding new clients can be challenging - particularly if you are interested in using social media sites to attract them.

The challenge for transformational entrepreneurs

The service you provide - transformation - is tremendously valuable but it isn't instantaneous.

It might take a minimum of 20 minutes just to give people an example of the transformation you provide, or even to explain it, and move clients towards working with you, or enrolling in your programs.

So you might think it makes sense to run ads on Facebook that point to a webinar, or some other longer format video training, so people know exactly why they should work with you.

The problem is... that usually doesn't work. People won't stick around long enough to hear about how great your work is, unless you've given them value already. But you can't give them value, until they stick around.

Feels like a catch-22, doesn't it?



Here's the solution!

When people click on an ad, they want instant gratification. They want a quick fix to their problem.

They need to feel they are getting something of value. Immediately.

When they click on an ad on Facebook, they want something for free that doesn't ask a lot of them initially. (But transformation takes time and effort, right?)

So let's distinguish between two things:

- Instant gratification is what they get from clicking your ad, and opting in. A sense of relief that 'whew, life is about to get easier.'
- Your lead magnet or freebie then has to deliver immediate value to back that up.

Fortunately, there are 3 types of lead magnets that are GREAT at providing BOTH

- instant gratification (people want them)
- and immediate value (people are served).

They have the 'instant gratification' appeal that makes your ads successful, AND they provide immediate value by sharing an easy solution to one specific problem. They also leave people needing to know more, which is great for you in leading them to the next step with you.

Here are three different templates you can use to create your freebies and start turning prospects into clients who want the transformation that you provide.

Lead Magnet Type 1: Template Lead Magnet

A template is a way to make an activity that's either difficult or tedious much easier, by providing a simple fill-in-the-blank framework.

There may be many examples of verbal or written materials that your clients need to create regularly, that seem very difficult to them, but that are easy for you.

One of my favorite examples is a lead magnet called 'The Elevator Speech Template to Attract High-Paying Clients'.

How to Create a Great "Template" Lead Magnet

Part 1: Intro & Excitement

Part 1 should include:

1. The problem that this template solves
2. How this lead magnet is part of your mission to improve lives
3. How great their lives will be when this problem is solved

Use this page to let people know why they want this template. What is the challenge they are experiencing? What is the solution or benefit they will get out of it?

Your bio will go at the end, so you don't want to tell your entire story here, but this is a great place for people to get a glimpse of your mission, and who you are. Part 1 should be about a page long.

Part 2: Juicy Content

This is where you lay out the template.

Here's how to create the template:

1. Use one of your best resources
2. Take out the specifics
3. Put a description of the specific that you removed in parentheses.

Here is an example of this, using my Elevator Speech Template:

I'm (your name), creator of (your Signature Course name) that helps (type of people) who (experience this pain or problem) to get (this powerful result).



And this is what it would look like with the parentheses filled in:

I'm Pamela Bruner, creator of the Signature System Blueprint, that helps coaches, healers and other service providers who struggle with getting paid for their incredible gifts, to make six figures and more in less time doing what they love, while they make a big impact in the world with their unique genius.

You may want to give several examples of what the template would look like filled in, so your readers have multiple examples to learn from.

Part 2 should be 1-3 pages long.

Your Call to Action is VERY important. What action do you want your reader to take next?

When you get your lead magnet formatted by a graphic designer, you'll want to make sure that the Call to Action (CTA) is prominent, whether it's in a bigger font, or set aside as text in a different-colored box.

Intro & Excitement:

The problem:

If/then statement

(If they don't get what you do, they won't pay you for the transformation you provide!)

General pain statement

(This method/approach is often not understood/not clear by many people you talk to/work with), which leads to this common frustration (hard to make sales, hard to book new clients, etc).

This template will help you (do the action) confidently/easily/effectively/ have potential clients eager to work with you.

Juicy Content: **The solution:**

Here's a more powerful, effective way to do (what your clients would struggle with).

There are (x number) of parts to this process. One (first step with benefit statement such as client-attracting, confidence building, etc) and then (second part) to get your perfect (whatever you are providing in the template).

After that, you (third step) and finally (last step) to get result 1, result 2, and result 3.

This formula/template is great for (primary benefit) because:

- The pain they experience
- The result that you offer

Insert YOUR template for people to use and fill out. Include lots of examples for people to play with.

When you use (template name), people will know (specific benefit) and secondary benefit (you sound like an authority/easier to attract high-paying clients/be eager to work with you).

Congratulations!

You've now created (Name of your Template they filled out)

3 tips for success with this template:

1. **Tip 1 Main Point** (Test it out!/Practice!, etc) The best (whatever template you gave them) works best when you (customize it for your ideal clients/practice using it/ tweak it to sound like you)
2. **Tip 2 Main Point** (Make it yours) Fill out the template using language you normally use to sound authoritative and confident.
3. **Tip 3 Main Point** (Remember to...). Always be on the lookout for (ways to get introduced to your ideal clients, make new connections, practice your elevator speech, etc).

Your Story and Call to Action

About (Your Name)

(Your name) is a successful (title), (title), and (title). (Your first name) started out (name a challenge you faced) and later (action you took, i.e. removing discomfort around sales and marketing/getting comfortable networking/mastering sales, etc). (Your name) then (success you have seen after taking the above action, i.e. grew your business from X to Y in X amount of time/added x number of new clients in x amount of time/made more money with less struggle and wasted time, etc).

S/He specializes in (specific statement about who you serve and what you help them achieve)

Want more (tools/information/in-depth strategy/coaching/service you offer)? Visit (your website - point to a specific sales page) or call (your number) to schedule a time or watch this video (link to webinar/video sales page)

Here's an example of a template lead magnet:

Download the The Elevator Speech Template to Attract High-Paying Clients

Lead Magnet Type 2: Checklist Lead Magnet

A checklist is a way to make an activity that has many moving parts more organized, or to give an array of solutions or options.

There are two different ways to think of a checklist:

Checklist Type 1

'Top 10 or Less' list of the critical elements that your reader needs to know or do around the transformation you provide.

- If you are only including 7-10 solutions, you should make sure you have lots of content around each of them.
- The checklist should not only be informative, but useful in having elements or tips that your reader may not have thought of before.
- With a short list, avoid listing things that your reader may already know without giving them something actionable. For example, if you're creating a healthy eating checklist, don't just write 'reduce carbs'. If you put that on your checklist, give them a couple of helpful tips on how they can do that in a way that's easy, flavorful, and congruent with what you teach.

Checklist Type 2

A 'Blow Your Mind' list of resources, usually a number greater than 50.

- If you are sharing more than 50 items, make this a list with shorter bullets. The quantity is the value here - You don't want the checklist to become too long.
- Usually you'll use an odd number, like '67 ways to...' or 'The top 101...'

What makes a great checklist?

- Provides specific solution to a particular problem
- Easy to print out and reference
- Good bullet points
- Easy information to absorb

How to Create a Great "Checklist" Lead Magnet

Part 1: Intro & Excitement

Tell your reader what makes this checklist so valuable. What's the problem that this checklist will help them overcome?

Include how to use this checklist, where to post their checklist to receive the best benefit, and when they should reference this list.

Is it something to remind themselves of daily? Monthly? When they are doing a specific task?

Get them excited about the idea that this is a valuable resource!

How to Create a Great “Checklist” Lead Magnet

Part 2: Juicy Content

If you're offering the Top-10 type checklist, make sure that you have the checklist formatted so the title of the item stands out. This increases the usefulness of the checklist, and increases the likelihood that your reader will refer back to it.

Don't do it like this (example):

2. Be sure to drink plenty of water. Water helps rehydrate your tissues, and allows your body to detox...

Do it like this:

2. Be sure to drink plenty of water.

Water helps rehydrate your tissues, and allows your body to detox...

Hint: Use a call-out (button) with a direct Call-to-Action somewhere on the checklist page. This button should lead them to their next step with you, whether it's a webinar, video or phone call. That way, if they print it out, they'll still be reminded of the CTA constantly.

Part 3: Your Story, and your Call to Action

(refer back to the information in Lead Magnet Type 1)

Here's an example of a checklist template:

Download the: 10 Secrets to Overcoming Sales Objections

Lead Magnet Type 3: “Mistakes” Lead Magnet

Everyone makes mistakes, and people typically want to avoid making them - particularly if other people have already “been there, done that” and they can learn from them.



How to Create a Great “Mistakes” Lead Magnet

Part 1: Intro & Excitement

Explain why making these mistakes are so harmful to the result that your ideal client is seeking. Usually you’ll note that these mistakes are common, and that’s one of the reasons that they’re so dangerous. It’s normal for people to make these mistakes!

Describes what happens if they make these mistakes. Then briefly mention the results they can achieve if they don’t make these mistakes.

Lead Magnet Type 3: “Mistakes” Lead Magnet



Part 2: Juicy Content

This is where you'll list the mistakes. The format of this section is very much like the format of a 'Top-10 Checklist'.

- Use 3 or 5 mistakes.
- List each mistake with a description and a story that illustrates the mistake or the struggle.
- Give the solution for the mistake, with some text that makes the solution clear.
- In the solution for your final mistake (whether it's mistake #3 or #5, should lead to your services. For example, if the mistake is 'going it alone' in trying to solve their problem, the solution might be 'hire an expert' (you).

Part 3: Your Story, and your Call to Action

(refer back to the information in Lead Magnet Type 1)

Here's an example of a mistakes template:

Download the: 5 Most Common Branding Mistakes Coaches and Healers Make

NEXT STEPS

Now you have what you need to create a great lead magnet - one that will attract your ideal clients, and potentially work on Facebook and other social media platforms.

What will you do with your lead magnet, once you've created it? Do you have a nurture sequence on the back end of it? Once people opt in for your lead magnet, how do they take the next step and become clients of yours?

[If you'd like to discuss how you can turn your lead magnet into a client-attracting system, schedule a time to chat with our team.](#) We really love to geek out about building transformational businesses, and we'll be excited to talk to you!



CTA Placeholder

About Pamela Bruner:



PAMELA BRUNER is a Business Coach, author, speaker, and EFT (Emotional Freedom Techniques) expert. 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 strategies with cutting-edge mindset tools. Pamela is the co-author of "Tapping Into Ultimate Success," a book and DVD with Jack Canfield, creator of "Chicken Soup for the Soul." She created Attract Clients Online to support other transformational entrepreneurs – people who transform lives and the world, like coaches, healers, speakers, trainers, and authors – to get their work out in the world, and be well-rewarded for it.