

YOUR  
BEST FREEBIE

IDEA



idea

# YOUR BEST FREEBIE IDEA

## Attract your perfect client with a lead magnet that they need NOW

The following process is to help you define “What does the customer want?” Then create a freebie that solves ONE problem with one solution.

Work through the following steps to figure out Your Best Freebie Idea.

**Step 1:** Get input from your target audience.

**Step 2:** Narrow your freebie options.

**Step 3:** Build out the details for your proposed freebie.

As you work through these steps, ideas will pop. Thoughts will form. And notions of possible freebies will start to flow. Use the chart that accompanies this document to capture those ideas and thoughts as they come about, because you’ll need them later as you begin to create the freebie.

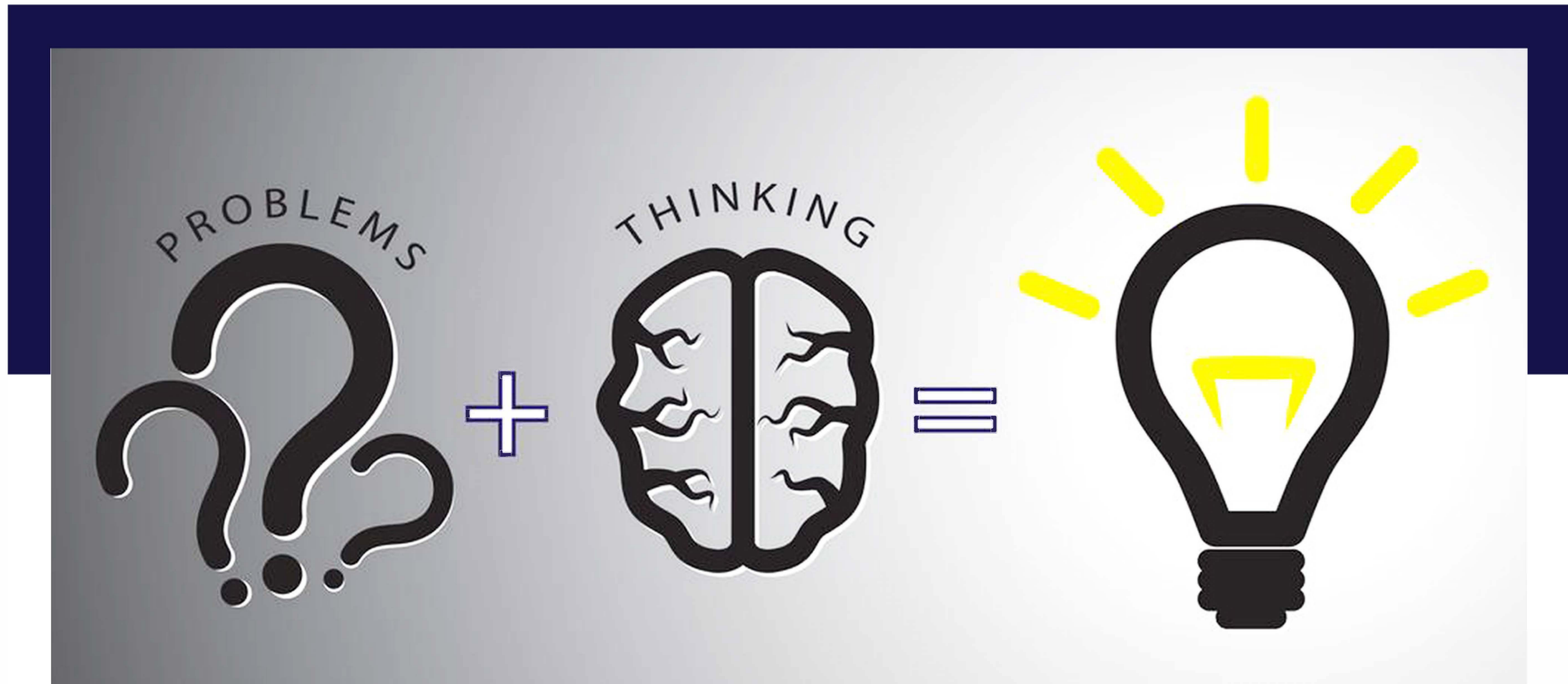


**Click here to Grab "What Does the Customer Want?" Worksheet.**

What is the problem?	What are the benefits and outcomes?	Freebie title idea
Example from a Pet sitter: Why is my cat coughing all the time?	Less coughing, happy cat, happy owner, less stress for cat	5 Tips to help your cat with fur balls
Example from a Spa: Why is a massage good for you?	Reduce anxiety, reduce depression, improves sleep, boost immunity	5 ways to keep your muscles relaxed
Example from a business coach: Common traits for successful people	Have a business coach. Focus on Strength, not afraid of failure, intuitive and creative	8 Traits Common to Millionaires under 30
<i>Click on the link at the top of this page to download worksheet</i>		



## Step 1: Get input from your target audience.



You've probably heard hundreds of people tell you to analyze your target market. It's hard. It's boring. And you don't really have to do it.

**BUT...** if you want a freebie that really resonates with the people you want to serve, then taking the time to ask your potential audience a few questions will lead you to creating a better freebie than others who don't do this work.

**AND...** doing this work allows you to pre-market yourself. You're planting the seed in people's minds that you are an expert on the topic.

Here are some of the best questions and prompts you can use for this research on social media. Ask at least one of the three questions.

- 1** Would you be interested in knowing how to \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_? Fill in the blank related to your industry.
- 2** If you had to ask “How do I...,” what would you ask?  
\_\_\_\_\_
- 3** I am thinking about creating a super helpful \_\_\_\_\_  
\_\_\_\_\_!

Fill in the blank. If this “BLANK” (Template, Guide, Checklist) would be helpful for you, please post in the comments below “BLANK”

For example,

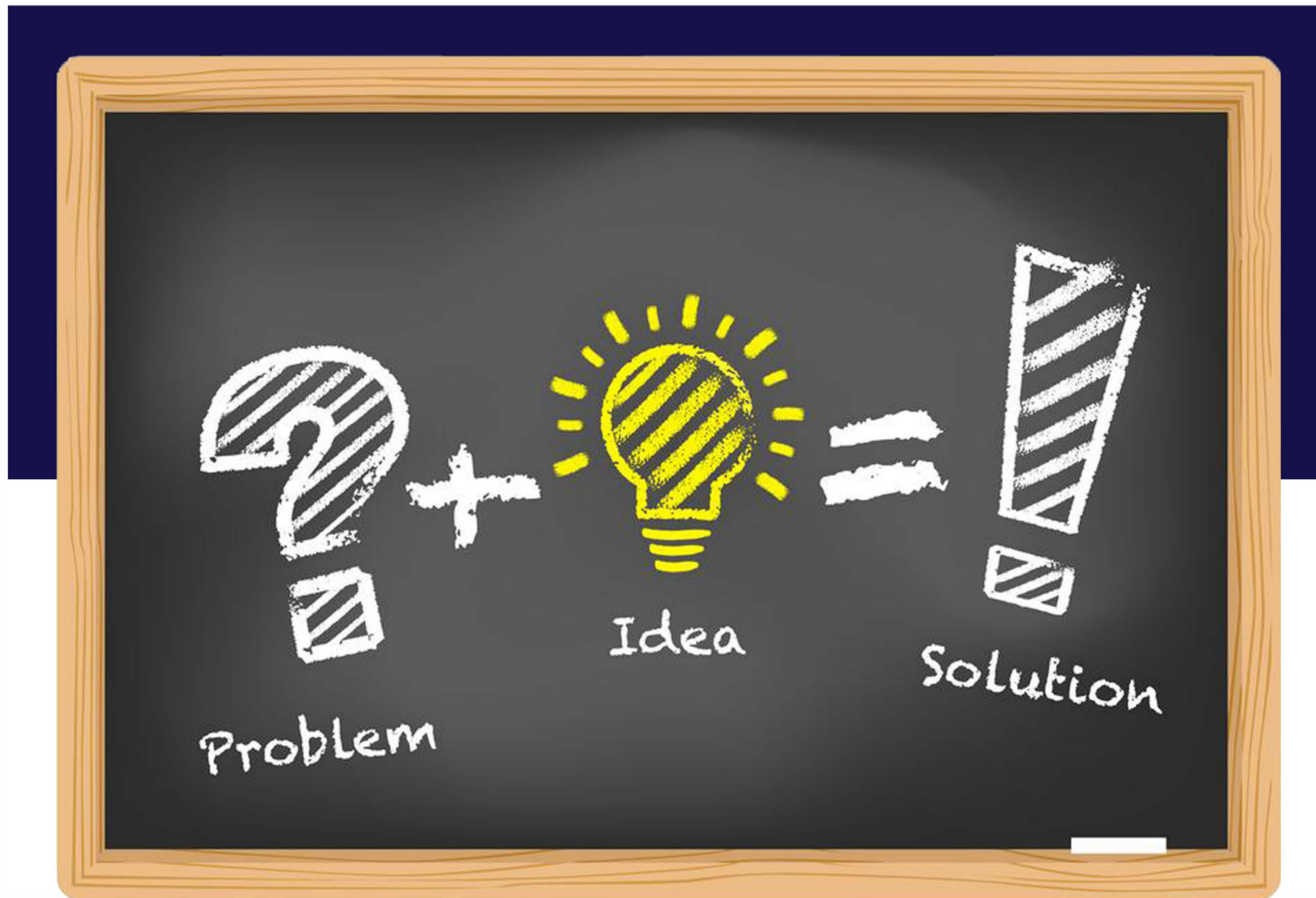
*“I am thinking about creating a “Discovery Call Checklist” you can use to get ready for a Zoom call.”*

Post in the comment below “Discovery Call Checklist” if you’re interested in a free copy.

The first 10 people who post in the comment box will get the a free checklist.

Your goal of posting your question(s), on LinkedIn, in your Facebook group, in another person’s Facebook group, or on your Facebook business page, is to learn all about their problems, fears and frustrations. To get clarity and focus on the lead magnet your audience wants.

## Step 2: Narrow your freebie options.



1 What are the top three problems you hear clients ask you about over and over?

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Of those three problems, which would you say is the biggest—if you had to choose right now? You're going for an intuitive hit... whatever comes to mind first.

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**2** People are Googling for answers to a problem. What are the top three problems your business solves? *(You can probably help with 30 problems, but just pick what you feel are the top three.)*

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■ Now, if you had to pick just one of those three problems, which would you say people MOST want to solve?

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**3** What makes you, your company, and your programs and services different? What's your secret sauce? *(You'll want to infuse your freebie with your personality and branding so that people feel an instant connection when they see it.)*

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- 4** What freebies are your competitors offering? Visit the social media sites and websites of your top three competitors. **AND...** don't be discouraged if your competitors are offering freebies around topics you're thinking of covering. There are lots of freebies out there, and 50 of them might be similar to what you're thinking of offering. Your potential clients will not see all of those 50 other freebies; they may not see any! The purpose of this exercise is to help you see how to make your freebie stand out.

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## **Step 3:** Build out the details of the ONE freebie you want to focus on



**Take out a piece of paper and write down your answers to the following questions:**

- 1** List the benefits and outcomes the one freebie will provide.
- 2** How would you describe your one freebie to a potential client?
- 3** How would you describe your lead magnet to your family and friends? Include the outcomes and benefits in the description.
- 4** What is the name of your one freebie?
- 5** What images could you use in your one freebie to add interest and support your intention and client outcomes?

**6** What is the call to action of your one freebie? Do you have an idea what your “Next Step Offer” will be? It could be any one of the following:

- 1:1 coaching program
- Group coaching program
- Book or similar product
- Evergreen online course

**The goal of your freebie isn't just to build your list, although that part is important.** The goal of your freebie is to move people along the buying journey—the journey to another freebie, to a discovery call, or to a sale.

**That's it!** You did the research, narrowed your focus, identified the one freebie that brings the one solution to the one problem your ideal client wants to solve. You're now ready to create Your Best Freebie.

## What's next?

Do you have a landing page where they can opt in to get this freebie? If not, that's what our agency does for people.

Book a call to find out how setting that up for you is your next best step.

**BOOK A LANDING PAGE IMPLEMENTATION CALL**

Let's talk about a fast and easy process for you to get new people onto your list.

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Remember,  
people buy what they **WANT** not  
necessarily what they **NEED**.

Fair winds and Calm Seas,

*Janice*

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I hope you've enjoyed using this worksheet  
and gathering your ideas for a **Winning  
BEST freebie!**

Share your freebie! Get it out there so  
your ideal client can find you.

Creating marketing funnels today will  
build your online visibility with your  
target audience, so they get to know,  
like and trust you.



**GET IMPLEMENTATION HELP AT:**

Janice@JaniceHurlburt.com | [CLICK HERE](#) to book a strategy session

During our call we will review marketing strategies and how this  
can be done with the tools you currently have in place.