

CREATE YOUR PERFECT FREE OFFER

5 DAY CHALLENGE



Day 1 Handout

Your Perfect Free Offer Topic

Your Perfect Free Offer topic must have all the following elements:

Solve a single problem

Your Perfect Free Offer should solve an urgent but small problem for your ideal client.

It should not be a process, for example, describing a coaching or energy healing technique.

It should not try to solve multiple problems.

TOPICS, not TITLES

Example 1 (not so good): introduction to EFT Tapping

Example 1 (better!): A simple 5-minute stress reduction technique

Feel relevant

Your Perfect Free Offer should be something your ideal client knows that they want.

It should not be something that they need, but that they don't yet know that they want.

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Example 2 (not so good): Improve your relationship by loving yourself

Example 2 (better!): #1 critical element to attract (and keep) your soulmate

Provide a quick win

Your Perfect Free Offer should be something your ideal client can do in 5 minutes, or at most a day.

If your free offer has instructions like 'do this for six months' there is no reason for people to do anything else with you, until that time has passed. Also, there's not enough commitment for a potential client to act long enough to get results.

Example 3 (not so good): a 21-day plan for better sleep

Example 3 (better!): 5 things you can do to sleep better tonight

Be congruent

Your Perfect Free Offer should be congruent with your paid offer.

This is an element of Your Perfect Free Offer that won't be obvious to your prospective clients at first. However, you want to make sure that whatever you are using to attract people to your work initially is congruent with what you will offer them later.

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Example 4 (not so good): How to reduce stress

(Not so good if final offer is weight loss, and too vague even if final offer is stress reduction)

Example 4 (better!): 5 great treats (that aren't cheating)

Be short

Your Perfect Free Offer should be consumable in 10-20 minutes, whether it's a PDF, an audio, a video, or a quiz.

Because your work is new to your prospective client, and they haven't paid for the free offer, they'll be less inclined to spend more time consuming it.

Example 5 (not so good): 80-page ebook

Example 5 (better!): 8-10 page short ebook, or guide

Be entertaining, informative, and well-written

Your Perfect Free Offer should be your best work, even though it's short. You can safely give out some of your best content, knowing that people will often go on to do more with you when they feel that they can trust you to deliver great material.