

# CREATE YOUR PERFECT **FREE OFFER** 5 DAY CHALLENGE



## Day 2 Handout

### Your Perfect Free Offer Title

TITLE FORMATS

### HOW TO

**Key: Teach them!**

How to \_\_\_\_\_: (benefit statement)

Example: How to Create Your Perfect Free Offer

How to \_\_\_\_\_: (list + benefit)

Example: How to Build Your Email List: 31 Ideas That Attract Ideal Clients and Make Them Want to Opt-In

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## **MISTAKES & SECRETS**

**Key: Appeal to FOMO, or FOMU (Fear of messing up)**

5 \_\_\_\_\_ Mistakes that Even \_\_\_\_\_ \_\_\_\_\_ (target market)  
Make that Keep Them from (result)

3 Secrets \_\_\_\_\_ (target market) need to know to (achieve result)

## **CHECKLIST**

**Key: Give them new ideas, or keep them from missing a critical element**

7 Tips to \_\_\_\_\_  
21 Ways to \_\_\_\_\_  
10 Must-Dos for a (desired outcome)

## **TEMPLATE/CHEAT SHEET**

**Key: Make it Simple!**

3 Free Offer Templates that Work for Coaches & Consultants

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## **BRANDED STRATEGY SESSION**

### **Key: Demonstrate a diagnostic value**

Optimal Health Assessment  
Biz Acceleration Session

QUIZ (more advanced)

### **Key: Entertaining & informative**

Is the Keto plan right for you? Take the quiz!  
What's your business archetype? Take the quiz!

### **Bonus: Profitable Naming Template**