

# CREATE YOUR PERFECT **FREE OFFER**

5 DAY CHALLENGE



## Day 4 Handout

### **Attracting Clients with Your Perfect Free Offer**

**You must have your Free Offer on a landing page (or your website) attached to an optin email management system.**

### **Where & How to Use Your Perfect Free Offer**

#### **YOUR WEBSITE**

- Top (in the header)
- Side bar
- At the bottom of each page

#### **YOUR EMAIL SIGNATURE**

Offer in one line after your name

#### **SOCIAL PLATFORMS**

Use as the CTA in posts on Facebook, Instagram, etc

#### **NETWORKING**

- Offline
- Online

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## **SPEAKING**

Live

Virtual

## **REFERRAL PARTNERS**

Provide a link and description they can give out

Note: write this for them, most people can't market your work for you!

## **BOOK-A-CALL FUNNEL**

Automated sequence to get ideal clients to book themselves on your calendar.

You must have:

Great email sequences

A compelling offer for a call

Sometimes this is part of a paid offer (AM offer)

A good video script to invite to a Branded Strategy Session

Funnel know-how to set this up

Knowledge of how to sell

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## FUNNEL TRUTHS

FAST -- MEDIUM -- SLOW: People fall into 3 categories.

3% take FAST action

Another 7% take action at a MEDIUM SPEED (30-60 days)

90% take SLOW action (a year on your list)

You must have:

A process for the 7% to get them to take action after the initial offer

A nurture process for the 90% - continue to give value and invite in different ways.