

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



Pre-work Handout 2

Great Free Offer Formats

Designed PDF

- Short Ebook
- Guide
- Checklist
- Template

Branded Strategy Session

A high-value version of a consultation

Video/series

A single video or a video series

Audio/series

Audio is making a come-back. Use when it's the more appropriate platform

Quiz

More advanced, and difficult to get right, but can move a prospect to action

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What format I'm most interested in for my Perfect Free Offer: