

Create the *Perfect* Freebie

The Web Presence *Boss* Group

The MAGIC of Freebies

A freebie is going to funnel your readers into working with you. EVERY business has a funnel. It's the process of getting your prospect into the flow of your content regularly so you can nurture them into the purchases!

I like to think of this as advanced friend making. You're really building up a friendship & offering them something they need.

Market Research

Find out where your ideal clients hang out online. Start asking questions. What they are struggling with? Is this something your paid offers can help them with. What can you offer up for FREE to get on their radar as someone who can help them. Can you take something out of one of your paid courses? Can you create something from your own knowledge on the subject? Can you create a limited usage version of software you created?

Research: What main problem are you finding?

Getting Started

Identify what your end goal is for the readers. Do you want them to work 1:1 with you? Enroll in a group program? Use your software? What is the END of the line of working with you? Work backwards from here. What do they do to work with you before this, and then before that. This is your sales flow from prospect to dream client.

My big ticket offer is

My mid level offer is

My entry level offer is

Market Research

Brainstorm: What do you have that can segment into a free offer to help?

Brainstorm: What can you create to help solve the issue?

Market Research

DECIDE: Which offer is going to be your freebie?

Brainstorm: Where can you share the freebie so your target finds it?

Brainstorm: What format is this best consumed as?

Brainstorm: What can you post about to get the word out about this?

Create It

My preferred format for this freebie

My preferred platform for this freebie

How I will deliver this freebie

How I will drive traffic to this freebie

Notes

Thank You

If you found this helpful please do [schedule a consultation](#) with me to help you with your web presence needs! I'd be happy to help you fill in the above questions & then some to make sure your needs are fully met!

I'd love to invite you over to my Facebook group:

[The Web Presence Boss Group](#)

We're a bunch of business owners collaborating & networking! Many of us do live streams, workshops, & share loads of business building information.