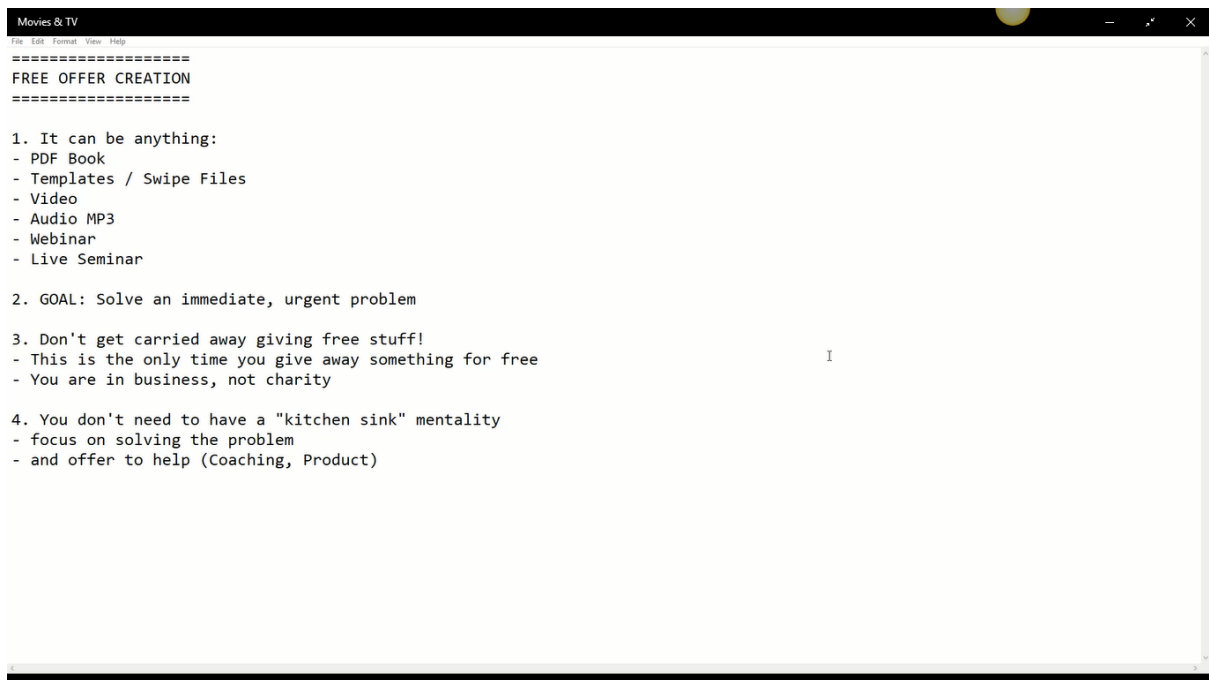


3-0 How To Create A Free Offer



S1: So, we've already established that if you want to attract people to join your list, or get people to part with their names and email address, then you have to give something of value. Or to be exact - can you solve an immediate problem the prospects are facing right now? So it doesn't matter what niche you are in, whether you are in the internet business niche, in personal growth, health, dating... it's all the same. So here a few school of thoughts when it comes to creating your free offer.

Firstly, the medium of your offer is not that important - it can be anything from a PDF E-book to templates of swipe files to video, audio MP3, automated webinar or even running a live seminar. And yes, it is possible to run a free live seminar, and you can sell something at the back afterwards. The most important thing here is that the language is more important than the medium.

S2: The goal here is that you need to solve an immediate urgent problem. Yes, I've said that twice already, and I'm going to hammer that point home, because most people out there, especially beginner internet marketers, they're just randomly putting up offers out there and they wonder why people are not opting in, or even when people join their list, they're not really that targeted. So, here's the thing - you're not really here to build a massive list, that should be more of an afterthought. The most important thing here right now is that you're going to build a targeted list of people who are more likely to become your customer or client. So, you don't need to build a list of hundreds or thousands of subscribers. Even a list of people in the low thousands will suffice, and you can run a profitable, 5 figure a month business , very possibly.

S3: So, that being said, the next point here is that I don't want you to get carried away giving away free stuff - this is a very amateurish mistake. The only time you should be giving something away for free should be on the front end. And that means that people have not heard of it before, or they're just about to opt-in to your list - that should be the only time you should be giving away something for free. And you do it with the intention of only proving your worth and to show that you are the go-to person in helping your prospect solve a problem. And if you think that there's something wrong with that, then I want you to remember this : that you are an business; you're not in the business of doing charity. Okay? Leave that to the other people who do not know any better when it comes to list building.

S4: I also caution you to have this “kitchen sink” mentality where you try to give everything away. Now there's this popular saying by some internet marketers where you should give away your best stuff for free, to prove yourself and all that. Yes, you should prove yourself and your worth, but there

is absolutely no need and there is no merits to giving away everything, because anything that's given away for free will not be appreciated. So, you want to avoid that. You want to cater to people who are serious action takers, who will be your potential customers, not to people who are there to just freeload from you. Focus on solving the problem and you can follow up with offering another form of help - it could be through coaching, or your other paid products. So this should be the basis of creating a free offer, where you solve an immediate problem. And, when you break beliefs or educate your potential customers, you're gonna realize that if they are going to solve this problem, they will need to make more informed decisions. And that means, investing in other tools or investing in a follow-up program, or taking the next step - and this is where you come in. That's why you are making a free offer to show them what they need to know, and why you are the go-to person.

S5: So, that's really all there is to it to a free offer - there is nothing else to it. Don't come out with like a 100 page E-book or 200 page E-book ; it's not necessary, sometimes you can just get away with it and explain it all in as little as only 40 pages and get it over with. This is why webinars are also very effective, and you could be explaining everything in just under an hour, rather than going through like 4-5 hours of training. People rarely have that kind of time, anyway. And when they have not paid anything, they're not committed. If you're gonna be giving away a lot of your best stuff, you should charge a fee for that.