

IRRESISTIBLE FREEBIE FORMULA

CREATE THE *RIGHT* FREE OFFER THAT
ATTRACTS PAYING CLIENTS AND
PREDISPOSES THEM TO BUY

IRRESISTIBLE FREEBIE

- ▶ Attract ***BUYERS***
- ▶ Get a 40% to 70% opt-in rate into your list
- ▶ Position you as ***THE*** authority
- ▶ Provide great value (I can't believe this is free!)
- ▶ Position your offer as ***THE*** solution

IRRESISTIBLE FREEBIE CHECKLIST

- ❑ Transformation based - what results will they get?
- ❑ Solves a *specific* problem
- ❑ Memorable / unique
- ❑ Positions you as *THE* authority
- ❑ Positions your call to action
- ❑ Makes one single call to action
- ❑ Instant gratification (usually a PDF) or extra hot
- ❑ Hot title
- ❑ Leads directly to your hot offer

TYPES OF FREEBIES

- ❑ PDF - checklist, book, guide
- ❑ Webinar
- ❑ CD / DVD
- ❑ Audio recording
- ❑ Video

FREEBIES THAT WORK FOR FACEBOOK ADS

1. PDF - checklist, book, guide
2. Evergreen webinar
3. Webinar
4. Video
5. Audio recording
6. CD / DVD

IRRESISTIBLE OUTCOME IDENTIFIER

FINDING THE RIGHT FREE OFFER

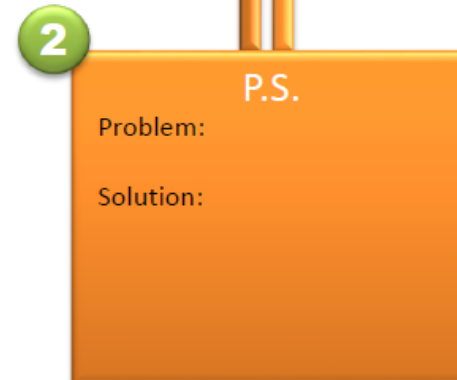
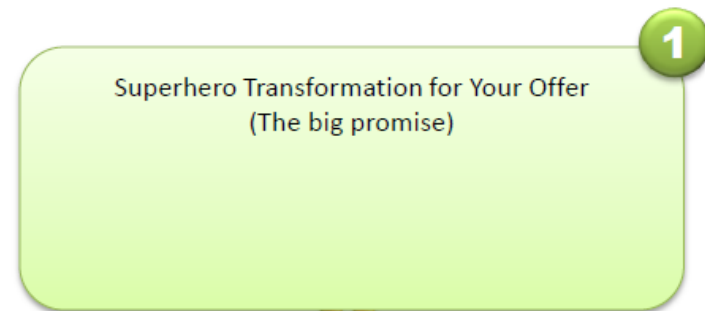
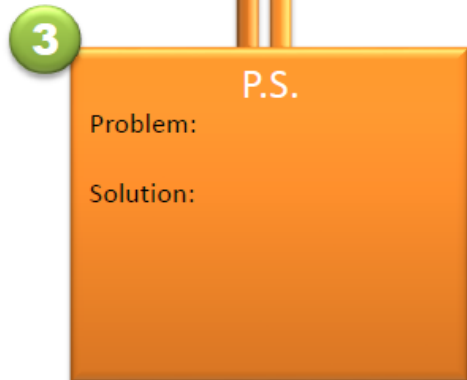
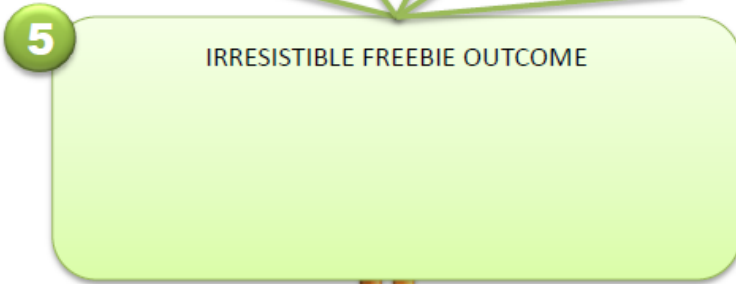
P.S.P.S. or Your Hot Offer Outcome

IRRESISTIBLE OUTCOME IDENTIFIER

Facebook Faucet 
instant client flow

Position for Profits Production Lab

Brainstorm Possible Outcomes



NAMING YOUR FREE OFFER

The RIGHT Name Gets the Opt-In!

NAMING YOUR FREE OFFER

5 Ways to x , Without y

- *Where x is the dream destination, and y is the pain they want to avoid.*

3 Simple Steps to x , Even if You Don't Have y

- *Where x is the transformation your customers want, and y is the biggest obstacle they THINK they have to achieving it.*

3 Critical Mistakes z Make When Trying to x

- *Where z is your ideal client, and x is their big goal.*

CONTENT FOR YOUR FREE OFFER

The RIGHT Content Gets the Sale!

CONTENT CHECKLIST FOR YOUR FREE OFFER

1. Engage the reader – question, or thought-provoking statement that will keep them reading
2. Position you as authority through your story, your results with clients, or other education, training, statistics, etc. – why they should trust you
3. Mindset shift
4. Educate – key point, why it's important, how to implement
5. Eliminates objections as to why your ideal client can't achieve the results you offer
6. Call to action – what should they do next
7. Your bio stated in terms of how it benefits your client
8. Your photo

CONTENT FOR YOUR FREE OFFER

Advanced Strategies:

1. Seed your offer in the content by mentioning it in the education piece
2. Use everyday language as if you're having a conversation
3. Use famous people, brands, or examples to create interest and borrow authority

CREATING YOUR FREE OFFER

The RIGHT Image Gets the Click!