

Position for Profits Production Lab

Must-haves for an Irresistible Freebie:

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