

IRRESISTIBLE FREEBIE CHECKLIST

HERE'S WHAT TO INCLUDE IN YOUR IRRESISTIBLE FREEBIE

- Engage the reader – question, or thought-provoking statement that will keep them reading
- Position yourself as an authority through your story, your results with clients, or other education, training, statistics, etc. – why they should trust you
- Mindset shift
- Educate – key point, why it's important, how to implement (repeat for 3 to 7 key points)
- Eliminate objections as to why your ideal client can't achieve the results you're highlighting
- Call to action – what should they do next
- Your bio stated in terms of how it benefits your client
- Your photo