



HOW TO CREATE FREE OFFERS

THAT BRING BENEFITS TO YOUR AUDIENCE
AND PROFITS TO YOUR BUSINESS

*Your 4-Step System For Creating Effective
Lead Magnets, Freemiums And Other Giveaways*



HOW TO CREATE FREE OFFERS

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Introduction

Your 4-Step System For Creating Effective Lead Magnets, Freemiums & Giveaways

You're about to learn how to give away free content that both helps your audience and points your audience toward your paid products for more help.

This isn't based on guesswork. These are the exact free-content strategies I use every day in my business, and now you can use them too.

From the very beginning, here's something I want you to understand about my basic philosophy for running a successful business...

*The #1 thing you need to remember (and focus on)
is that your goal is to help your customers.*

Yes, you're in business to make money. I get it. I am too. But the way that we make money is to genuinely take care of our customers' needs as they relate to what we offer through our businesses.

Here's the beauty of focusing on your customers first: it tends to help you too (in the form of more subscribers and more sales).

So, this is kind of a big deal. And it's kind of important that you get this right.

I'm going to unpack some steps for doing that in this lesson. As we get started, let's answer a couple of questions about free content...

Question One: Where Does Free Content Fit Into Your Business?

There are four parts to a successful sales funnel: a Freemium Offer, a Frontend Offer, a Foundational offer and a Finishing offer. These are sometimes known as lead magnets, tripwires, core products and backend offers.

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Think of it like this across the four main pieces...

1. Freemium Offer: Free Help.
2. Frontend Offer: Budget-Friendly Help.
3. Foundational Offer: Premium Help.
4. Finishing Offer: Even More Help.

And not only does this sales funnel help you convert more prospects into repeat customers (earning you more money), but it also gives you the opportunity to help a variety of people who may or may not be able to help you back.

You offer something free to those who can't afford help, budget-friendly products for those with limited funds, premium help for those who are in a position to benefit from a robust product, and extra help for those who need some additional solutions or shortcuts. Everybody is taken care of.

Your audience thrives. Your business thrives.

While a “freemium offer” is in position one of the 4-stage sales funnel, free content can be used in dozens of different ways across the four stages.

In other words, they can serve as your “lead magnet” to start the sales process and can also be inserted anywhere in your customer journey to turn on built-in streams of presell income.

They are quite handy.

Question Two: How Do You Create Free Content That Is A Good Fit For Your Audience?

It's not enough to create free content; you need to create content that brings benefits to your audience and profits to your business.

Listen: Prospects don't like to get pitched, pitched, pitched all the time.

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*That doesn't turn prospects into paying customers;
it turns them off and turns them away!*

I use this illustration often to explain how to use free content in a way that works to serve your audience and grow your business...

Do you know why grocery stores give away free samples of food items? Because they know that "trying" them leads to "buying" them. That is, if you try something and LIKE IT, then you're much more likely to buy it than if you had never taken that sample bite. This is a brilliant example of what has to be the most ethical, effective way to win customers, and it applies to whatever you're selling too. It's simple. Give away excerpts of your content in hopes that "trying" leads to "buying" for your business.

But, here's the thing: this only works if you do it well. Whether it's creating a first impression with a new prospect or the latest impression for a repeat customer, you'll want to give away free content that showcases your best work so your audience can see the value of what you offer and the benefit it can be for them.

Just like those free samples at the grocery store are intended to whet the appetite, your free content should cause the user to be hungry for more. Whether you insert your free content as the first stage of your sales funnel (lead magnet), the final stage of your sales funnel (backend offer) or somewhere in between, you will not have to resort to marketing mumbo-jumbo to get people to buy the next offer in your funnel.

You'll simply amaze them with your free content and let them decide for themselves that you can help them.

So, let's use the remainder of this lesson to talk about HOW to do that, and then I'll give you a suggestion for really nailing this down in the best possible way.

Sound good? Let's go...

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The 4-Step System For Creating Free Offers That Lead To Paid Purchases

Let me share with you a tutorial for creating freemiums your audience will love that also help you stay in business by generating sales. Here's an overview:

- Step 1: Decide What to Promote
- Step 2: Determine the Topic and Format
- Step 3: Develop Your Content
- Step 4: Distribute the Content

Let's jump in...

Step 1: Decide What to Promote

Before you create a single word of free content, you need to first decide what you're going to promote.

Remember...

Free content should lead to paid products.

In most cases, this is going to be your own product. If you don't yet have your own product, then you may decide to promote an affiliate offer from within your free content.

Either way, here's the key: the offer you promote must be something your audience really wants. That means you need to do your market research.

TIP: If people are already buying infoproducts on similar topics, that's a good sign there's a demand. Check Clickbank.com, Udemy.com and Amazon.com for top sellers in your niche.

Next...

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Step 2: Determine the Topic and Format

Once you know what you're selling, then you can decide on the topic for your free content as well as the format (e.g., report, article, checklist, cheat sheet, lesson and so on).

1. The topic should be directly related to the product you are promoting.

Surprisingly, there are a lot of people who give away free content that has little to do with the product they want to sell. Imagine a store giving away sample cupcakes in hopes that people will buy hamburgers. Cupcakes are yummy, and it would be awesome to get some for free... but they don't make me want to buy hamburgers. Give away free content on the same subject of the paid product you want to sell. Remember: free help should lead to paid help of similar kind.

2. The format should be directly related to the promotion of the product.

That is, how you organize your free content should lead naturally to the conclusion that your paid product will further explain or enhance what has already been received by the user. Let me walk you through an example...

Let's suppose you're selling a video course on the topic of restoring a classic car. You might create the following types of free content to promote this course:

- *A video showing what to look for when purchasing a project car.*
- *A checklist of steps to take to restore a car.*
- *A shopping list of tools, parts, and supplies needed to restore the car.*
- *A tutorial showing how to do a specific task, such as restoring the steering wheel.*

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Look at how these high-value free pieces of content can lead to the purchase of the paid product...

The video shows people how to purchase a project car. Then you can naturally promote the course which shows people how to restore the car they just purchased.

The checklist provides the steps (what to do) that people need to take for the project car. Then you can naturally promote the course to provide all the details for completing these steps the right way.

The shopping list gives people an index of everything that is needed in order to restore a project car. Then you can naturally promote the course as the step-by-step training for the actual restoration process.

The tutorial on restoring a steering wheel is helpful for one part of the overall car's restoration. Then you can naturally promote the course to help your audience in all areas of the restoration.

Do you see how this works?

In most cases, it really doesn't matter what KIND of free content you give away (checklist, gear list, videos, tutorials, etc.) but that you structure it in a way that it naturally leads to paid content that builds out the freemium.

Next...

Step 3: Develop Your Content

Now that you know what to write about, it's time to create your content. Keep these tips in mind...

Be Helpful

Creating helpful content impresses readers, it showcases your expertise, and makes readers more open to your paid offers. That's why you'll want to give away some of your best content for free. Your prospects will think "Wow, if

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this person gives away this sort of high-quality content for free, just imagine what their paid offers are like!”

Create a Compelling Title

Most people are going to decide whether to consume your content based largely on the title, so make sure it's a good one.

- *For example, "How to Decrease Cellulite" is a boring title for an article.*
- *Consider this instead: "Five Surefire Tips for Getting Rid of 'Cottage Cheese' Thighs and Other Unwanted Fat... FAST."*

If you had cellulite, which one would you want to read? That's right, the second title is much more compelling.

Here's the key...

You want to create a title that stands out in a crowd and then be sure your content delivers on what is promised in that title.

Then...

Polish Your Content

You want to make a good impression, so take the time to proof and polish your content before sending it out into the world. Be sure it's not only factually accurate, but engaging as well.

For example, don't just share a straight step-by-step guide. You can make this guide more engaging and useful by sharing quotes, tips, examples, stories, mistakes to avoid and similar. Try to include at least one or two unique points as well – such as a tip you've not seen anywhere else – as this adds value to your content and helps build a good relationship with your prospects.

Now the final step...

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Step 4: Distribute the Content

Once your content is complete, your next step is to get it in front of as many targeted prospects as possible. This includes distributing it on both your own platforms as well as third-party channels. For example:

- Put it on your blog.
- Publish it on social media.
- Send it to your newsletter list.
- Give it to your affiliates to distribute.
- Ask your readers to share it with their friends.

And so on.

The more people who see it, the more people you'll be helping. And the more people you help, the more likely it is they'll purchase your paid offer and put a profit in your pocket.

And that's it. The bottom line for these four steps is this...

Create a valuable piece of free content that naturally leads to a more robust paid product, and give away your freemium to as many people as possible.

Now, it's...

Your Turn To Take Action

I recommend you do two things at this point:

1. Review the steps you just learned. Then think about how to use this strategy to promote a paid offer. Keep in mind that your focus should be on helping people, which will naturally benefit you too.
2. Get yourself a copy of *The Freemium Formula*. This is a complete course which shows you all the details for creating free content that helps other people while also leading them to purchase your paid products.

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In other words, if you have found this lesson helpful, you're going to absolutely love *The Freemium Formula*! Why? Because it is a complete 10-lesson, 70-page course that unpacks everything you've learned so far in greater detail with plenty of ideas, shortcuts and examples. Specifically, here are the ten lessons...

- The #1 Formula For Creating Free Content That Gets Customers Fast
- 10 Kinds Of Easy-To-Create Free Offers Your Audience Is Sure To Love
- 50 Instant Ideas For What To Give Away To Your Audience For Free
- How To Choose A Topic And Title That Connects With Your Community
- 7 Keys To Creating Popular, Profitable Freemiums From The Beginning
- Top 5 Mistakes People Make With Free Content (+What To Do Instead)
- Seven Ways To Create High-Quality Free Offers In 30 Minutes Or Less
- 20 "Set It And Forget It" Ideas For Distributing Free Content
- How To Give Away The "Just Right" Amount Of Content (Not Too Little/Much)
- Next Level Results: 7 Things You Can Do To "Help More, Profit More"

[Click Here To Learn More](#)

P.S. Do you see what I've done here? The lesson you've been reading not only taught you the basic steps for using free content that leads to paid products, but it has also MODELED those steps for you. This shows that I know what I'm talking about.

[Click Here to learn all that I know about creating lead magnets, freemiums and other giveaways to serve your audience and grow your business.](#)