



DAY 6

Welcome to Day 6 of the 10K Subscribers Challenge!

I can't tell you how excited I am that you're taking the initiative to build your email list, and seriously, if you continue on in this way, in a few month's time, when you have hundreds... even THOUSANDS of subscribers on your list, you will be so glad you did too.

First, did you sign up for your email service provider account? If so, congrats! If not, go do it right now! Having an email service provider is essential to growing your email list. Plus, we can't move forward until you have one.

Ok, let's continue!

Today, we're going to cover how to create your first Freebie that you'll use to draw ideal customers to you and exchange it for your subscribers' email address!

So, here's a little backstory on me... when I created my first Freebie I felt a little hesitant. I didn't really know what to say... Also, I kinda sorta wondered if people would really sign up for some random stranger's email list, that random stranger being me. I mean, really? Who would give up their email address for something as simple as a PDF document?

As you can tell, I had a lot of doubts and I wasn't sure it was going to work.

But it did!

And today I'm going to show you how easy it is to create the PERFECT offer for your Ideal Customers. It'll be a Freebie that your Ideal Customers can't wait to get their hands on.

Before we go on, I want to address one more thing...

When I first started creating Freebies, the reason I didn't actually believe that people would want what I had to offer was because I felt I wasn't good enough in some way... or I wasn't the most "expertest" expert out there.

I mean, I wasn't one of the BIG names in my field.

But then I quickly learned that even though I wasn't perfect, even though I didn't know EVERYTHING, people still felt that my content was valuable to them.

And when people started to personally reach out to me to let me know that MY CONTENT had helped them, I realized that I didn't need to be *perfect*.

I just needed to offer something of *value*.

So if you're thinking any of the same thoughts I was thinking back in the day, or are hesitant to put stuff out there because it's not perfect or the be-all end-all Freebie in the entire Universe, throw those thoughts aside and KNOW that you have SOOOOOO much to offer!

OK? So now that we've got that cleared, if those thoughts pop up at any time, tell them thanks, but no thank you!

We GOOD? Awesome! Let's start.

First, I want you to take a moment to think about the times you gave your email address away online in exchange for a Freebie.

Why did you do it? There was a *reason* behind it. And that reason was that the Freebie was exactly what you wanted at that moment. It was VALUABLE to you.

Now think of your Ideal Customer. What do you think your Ideal Customer would want? What do you think they would value?

What specifically are they looking for? Are they looking to ease anxiety? To buy stylish clothes? To find a relationship?

People don't just sign up for email lists just because.

They sign up because your Freebie offers them something they want!

So to make this process a no-brainer for your new subscribers to sign up for your email list, we're going to offer them something you know they want.

YOUR FREEBIE

Now before we jump into creating your Freebie, consider this: If you provide instant gratification and the content is better than what they expected, your new subscriber will create a positive association with you and your company and will want more.

If you don't give them instant gratification, or the content isn't what they expected, or if it isn't what they want, or if it's not really good, your new subscriber will create a negative association with you and your brand.

Psychology Tip: Most people are looking for instant gratification the first time they come into contact with your business. So make sure they know they can be immediately gratified if they click on your ad. This will also make it so they create a positive association with you or your brand.

Here's a snapshot of what your Freebie should provide:

1. Instant Gratification
2. Great content
3. Relevant content
4. It must be what your new subscriber expects

Keeping those 4 things in mind, make sure your Freebie is as good as you can make it!

Now to take a little pressure off...

This doesn't mean your Freebie is perfect or that it's the best Freebie out there. It just means that we want to make sure that when your new subscriber downloads your Freebie, they have a net *positive* experience.

If your new subscriber either saved time, learned something new, received something of value, or it made them feel better, you provided them with a good experience.

The key is to give your new subscribers positive experiences!

One more thing to consider... When people sign up and get something in return for free from you, many times it's their very first interaction with your business.

If you're able to make a good first impression (not a perfect first impression), or help them to create a positive association with you and your company, you'll have a long-term subscriber who will be more likely to share your content, help grow your email list, tell others about you, and potentially become a buyer too.

HERE ARE A FEW FREEBIE OPTIONS YOU CAN
CREATE VERY QUICKLY:

1. A PDF with free valuable content (like a "how to" list or cheat sheet or "steal my ideas.")
2. A discount Code for a product or service
3. A template
4. A fun quiz
5. A recipe
6. A coupon for free shipping.
7. Free membership for one month
8. A short video or Presentation
9. If you're a coach or a consultant, you can give a 20-30 minute phone call
10. A meditation

If you've created anything in the past, whether it's a video or a PDF or an ebook or if you use anything in your business, you can always repurpose those.

In "33 Freebie Hacks Guaranteed to Bring an Avalanche of Subscribers!" I've given lots of ideas on what type of content to create in your Freebie. So read through it and let your imagination run wild!

Now, if you are new to Freebies or are unfamiliar with creating videos or other types of content, I recommend starting with a simple PDF.

And here's a little insider secret: my PDFs are the Freebies that have grown my list the fastest, so don't underestimate the power of a simple PDF!

It doesn't need to be complicated.

Simple works like magic!

A FEW TIPS TO GET YOUR CREATIVE JUICES GOING:

1. Do you have any tips or secrets that would help your Ideal Customers or Clients improve their lives/businesses?
2. Can you solve a problem for your Ideal Customer?
3. What is your specialty and how can it help your customers?
4. What is a discount your potential clients would want?
5. How can you save somebody time?
6. How can you make somebody money?
7. Is there something you can teach someone?
8. Can you share which apps are great to use in your business? For dating? For eating healthy? For meditation? For stress relief?

If your Freebie can do any of those, you're doing amazing!

THINGS YOU MAY WANT TO INCLUDE IN YOUR FREEBIE:

- An attention-grabbing photo
- A captivating headline that generates interest (see the PDF for the day)
- Text that flows and is free from errors
- An irresistible offer that your ideal customers want
- Benefit/needs driven content (relevant)

Just keep in mind that it's the CONTENT that's important. You don't need a photo, although having one would be great.

Just don't let finding the "perfect" photo hang you up. Also, short text is better than lots of text. Keep it short and sweet.

If you want to take it a step further, here's a great free resource that can help you create fabulous PDF Freebies:

www.canva.com

This is where I create a lot of my Freebie content. They do have a paid subscription, but to start, the free version is great.

Just remember, don't get too caught up in how pretty it is or that it's perfect.

Don't get caught up in perfection. Perfect sucks (I'm a recovering perfectionist myself), and there is no such thing as perfect anyway.

Creating your Freebie shouldn't take you longer than an hour MAX. Just get it done by tomorrow so we can get it out to your customers and start building your amazing email list!

Once you have finished listening to the video today, straight away, go and create your Freebie in Microsoft Word, then click file, save as PDF, and voila! You have your first Freebie!

Ok, that was it for today! So for today's homework:

Homework:

1. Take a few minutes and check out to see what other Freebies are out there. 10-15 minutes ought to do it. Get inspired by them. See what you like about them.
2. Create your own freebie and save it as PDF!

I'll see you Monday where we'll review your Freebie and we'll brainstorm for your Introductory low-cost product!

Have a wonderful day and just know that I'm sending you lots of good vibes as you're creating your Freebie!