# Creating a HOT Freebie!

Your free offerings or opt-ins are the first step in getting clients into your sales funnel. In today’s crowded market, you must demonstrate value before people will buy from you. No matter how great your reputation is, clients will want to get a taste of your personality, expertise and brand before they buy shell out their cash.

Here are some steps to create a hot opt-in that will make people want to sign-up with you:

1. What does your audience want more than anything RIGHT NOW?
2. What can you offer them that is quick and actionable?
3. What can you offer that is repeatable and will get their eyes on your freebie over and over again? A great one for this is check-lists.
4. How does you audience like to consume information? Audio, print, video….? (Ask them!)
5. What is my visual brand and how can I make this LOOK hot? Canva.com is my fav!
6. What is my call to action of up-sell?
7. What back-end is needed? Designer, website, Facebook, landing pages, conference line, video camera, email provider etc.

Freebie Brainstorm Session:

Video course

Newsletter

Free PDF or Special Report

Free membership site

Free Facebook group

DVD

Audio download

Free webinar

Free teleseminar

Physical product

Checklists

Quizzes

Books

Recipes

Your top-10 lists

Mistakes for avoid/Favorite tips to try

Videos of talks you’ve done

Old content

Free courses

Printable workbook

A free preview chapter of your book

Your guide to buying something

Your recommended resource list

My Freebie Brainstorm Session