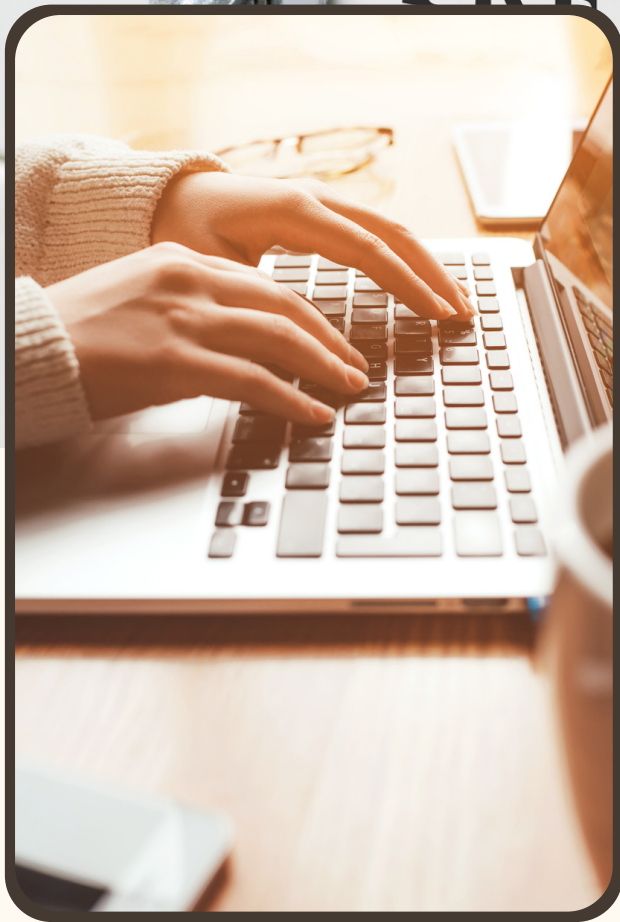


— she owns it —

CREATE YOUR IRRESISTIBLE FREEBIE



WORKBOOK

Create a powerful high
converting freebie that
leads to sales on autopilot

SALES SYSTEM

Well hello there!

You've just made a great decision!
You're about to create a freebie
that'll create huge growth for your
biz.

That's big because when you have
a compelling lead magnet that
attracts your dream customers,
you get to:



- ✓ Offer huge value to your community
- ✓ Nurture people who sign up with ongoing value laden emails
- ✓ Stop having to sell your service on Social Media, and instead have fun driving people who need help to a freebie that serves them so well!
- ✓ Remove icky selling from your sales system and build know, like and trust on autopilot
- ✓ Move ahead in your biz feeling relieved that your driving people to a sales system that converts, without you having to do another thing!

Ready to get started?!

Let's make your sales system a whole lot better 🔥



xx Rach



When you're selling online products or services, every word counts. How you present your freebie, the words you choose, matter.

If you're reading this, you know that having a great freebie topic is important. You've spent too many hours scrambling on social media trying to sell your offer directly. You've felt the struggle of sales that feels... icky.

The thing is, creating a great freebie isn't just about what's inside it.

It's also about choosing the right topic that will lead to the profitable impact you're hoping for.

Because before you can:

- confidently sell your offer online
- put new offers into the world that actually convert
- get to that next level of sales

You need the right people to sign up for your email list.

(Not a bunch of randoms who signed up for a giveaway or couldn't pick you out from all the other XX businesses offering your thing online)

*you want to attract people who are already
interested in the problem you can solve for them*

But first, let's talk about looks...

Your lead magnet represents your brand and business and sets expectations for your audience- you want it to be good!

The design and flow of your freebie needs to reflect how you want your audience to feel about your brand.

Yes- done is better than perfect!

But if you're going to be asking for money down the track, you'll find it much easier to do so when your visual branding backs you up.

You need:

- ✓ consistent, recognisable colour scheme
- ✓ attractive, high quality images
- ✓ large, legible fonts (avoid script)
- ✓ lots of negative space for easy reading



Checklist for the design of your lead magnet:

- ☐ Does your freebie reflect the look, feel and quality of your brand?
- ☐ Does your freebie contain attractive, high-quality images?
- ☐ Are you using a large, legible font?
- ☐ Is there enough negative space that reading feels easy?

"How do I decide on the right topic for my lead magnet?"

When you choose the topic of your lead magnet, I recommend you work backwards.

By that I mean, start with the offer that you mean to sell.

Think about all the steps involved in helping someone accomplish what they hoped to do when they purchased your product.

What are some of the first steps involved in that process?

These are the steps you should focus on for your lead magnet.

Your lead magnet topic should also...

- ✓ Offer a quick win
- ✓ Be EASY to complete
- ✓ Give people a sense of accomplishment and momentum so they're excited to work with you more, for even better results

What not to do

If you teach new mums how to get back into fitness, don't create a freebie about how to return to the 'old you.'

Don't give them a 30 page workbook that describes the benefits and how to of health and wellbeing.

Instead, DO give them:

A sample schedule of a weeks worth of 'getting started' exercises

5 exercises they can do within minutes, from home, in their pj's

A list of 5 easy habits to instantly add to their routine that will encourage more movement

Step by step

What is the offer you're selling?

What are the pain points of the offer?

What is the painful experience your ideal customer is facing daily in their life because they don't have your offer?

List 3-5 ways your offer helps solve that painful problem

Out of those solutions, which one:

- ✓ Is EASY to complete
- ✓ Offers a quick win
- ✓ Gives people a sense of accomplishment and momentum so they're excited to work with you more, for even better results

^^^This is your freebie!

Powerful Freebie Title Ideas

Your title will make a huge difference to the number of people who sign up. Quick win freebies are designed to provide immediate value and results to your audience. Here's a list of 20 compelling and easy-to-complete freebie titles that offer quick wins:

- "5-Minute Self-Care Rituals for Instant Relaxation"
- "10-Day Decluttering Challenge: Transform Your Space Fast"
- "Boost Your Energy in 3 Simple Steps: Quick Win Guide"
- "Morning Mindfulness: 7 Days to a Calm Start"
- "5 Easy Recipes for a Healthier You"
- "LinkedIn Profile Makeover: Stand Out in 15 Minutes"
- "10 Quick Exercises for a Stronger Core"
- "Time-Saving Productivity Hacks for Busy Professionals"
- "5-Day Skin Care Routine for a Radiant Glow"
- "Instant Confidence: 3 Tips to Boost Your Self-Esteem"
- "10-Minute Yoga for Stress Relief: Your Daily Escape"
- "Quick and Delicious Meal Prep for Busy Weekdays"
- "Financial Freedom: Simple Budgeting Tips for Success"
- "Better Sleep Tonight: 7 Tips for Quality Rest"
- "Grow Your Instagram Followers in 7 Days"
- "Write Your First Blog Post in Under 30 Minutes"
- "DIY Home Organization: Tackle a Room in a Day"
- "Supercharge Your Networking: Quick Tips for Introverts"
- "Healthy Snacking Made Easy: 5 Nutrient-Packed Ideas"
- "Get More Done in Less Time: Time Management for Busy Entrepreneurs"

Checklist for the topic of your lead magnet:

- ☐ Does your idea address a problem you know your ideal client wants to solve?
- ☐ Is the outcome of your lead magnet aligned with the outcome of your paid offer(s)?
- ☐ Does your lead magnet give your audience a quick, satisfying win?
- ☐ Have you given your freebie a title that speaks to your ideal customer in a short, compelling way?

Bonus Tip!

Before you go out and actually MAKE your freebie, share your idea with your audience using the template below. How they respond will give you an indication if you're on the right path! If not, circle back with another idea.

TEMPLATE:

'I'm thinking about creating an XX freebie that will help you XX. Who would want it?!



If you've checked the boxes in all 4 of the sections outlined above, you should now have a lead magnet that's highly desirable to your ideal customer and gets new leads on your list.

Great work!

But heads up.

Your lead magnet title is only as effective as what you deliver inside it.

The contents of your freebie is where you'll share the step by step pathway to transformation, but also build credibility and invite your reader to take the next step with you.

Just like creating your lead magnet title, there's a strategic method you want to use inside your freebie to serve your reader and get them excited to work with you more.

I'd love to walk you through exactly how to do that!

So read on, and let's CREATE a freebie that excites and leads to sales!

The 5 sections your freebie needs to convert subscribers to buyers....

#1 An Introduction

Including an Introduction in your lead magnet allows you to connect with your reader on an emotional level and link your work to the ultimate outcomes they desire.

This section is your chance to position your freebie as the bridge between where your reader is now and where they want to be.

Don't go overboard on the detail here! At least one of the emails in your welcome sequence should be dedicated to helping your new subscriber get to know you better— you'll have another chance to share what you're about there.

Checklist for your Introduction:

- ☐ Congratulate & validate your new subscriber for taking action
- ☐ Link this lead magnet to the core promise of your brand and/or of the offer related to this freebie
- ☐ Meet them where they are & acknowledge how they're feeling now
- ☐ What objections, fears and anxieties might be coming up for them?
- ☐ What desirable benefit of action can you reference that will overcome those fears?
- ☐ Link this work to your ultimate promise & their big picture desires

#2 A Bio or About Section

The next step your conversion-optimized freebie needs to have is a Bio or About Me section.

Because if someone's traded you their email address in exchange for your free thing, you have tangible proof they're curious about you and the solutions you offer.

You've got their attention, so take the chance to show off who you are.

Including a Bio or About section in your freebie allows you to answer your readers' unvoiced question: "Why should I listen to YOU?"

This section should also include a relatable photo of you!

Someone who's downloaded your freebie is curious about who you are and what you're like—a warm smile in an on-brand photo can go a long way towards making them feel connected to you as a person vs you as someone who's trying to sell them something.



Checklist for your About section:

- ☐ Have you answered the following questions:
- ☐ What makes you and your approach unique?
- ☐ What results have you gotten for other people?
- ☐ What have you accomplished that makes you an expert on this topic? I.e. what credibility markers can you reference?
- ☐ Have you included a relatable photo of yourself?

#3 A "What's in it for me?" Section

It's a rule of copy in general that you should always be answering the question: "What's in it for me?"

And in this section of your freebie, you're explicitly addressing the question, "Why should I do this work?"

Remember:

People don't want more work!

It's your job to establish why the effort it'll take to implement your freebie will be worth it and get specific about the ultra-desirable benefits they'll enjoy once they take action.

Likewise, use this section to define the terms you use that your audience needs to understand before they move forward.

You can also take this opportunity to overcome any hesitations your new subscriber may have: Acknowledge other options that are open to them, and point out why this is the best choice for them right now.

Your ultimate goal here is to instill the belief that what you do is key to getting your readers where they want to go.

Checklist for your "WIIFM?" section:

- ☐ Have you answered the question "Why this and why now?" by tying this work to their ultimate big picture goals?
- ☐ Have you defined your terms, if necessary?
- ☐ Are you highlighting the benefits of doing this work?
- ☐ Do you acknowledge other options, and explain why this _____ is their best next step?
- ☐ Have you established the belief that the work you do is key to getting your ideal clients where they want to go?

#4 Your Content

Surprised that delivering your content is all the way down here at step #4?

That's because the 3 steps you've taken so far are key to making sure your new subscribers take action and positioning you as an expert in your niche.

As we established above, the topic you choose for your lead magnet should:

- ✓ Help them take the first step towards reaching the same goals your paid services help them accomplish,
- ✓ Give them a sense of momentum so that they feel excited to continue working with you, and
- ✓ Get them a quick & valuable win.

Your new subscriber should be able to use your freebie to take action right away—and see an immediate result from that action.

Checklists, cheat sheets, roadmaps, and plug-and-play templates, swipes, etc. are all great choices because they give your new subscriber an instant sense of accomplishment.

If you're already in business, a quiz, mini-course or masterclass can be excellent choices, but each require a higher level of set-up sophistication and a deep knowledge of your ICA to be successful.

Getting your subscriber a quick win is the #1 most important job when it comes to the content of your lead magnet.

But the following 3 strategies will help you ensure that as many of your new subscribers are actually potential buyers:

1. Make adopting the core beliefs necessary to work with you one of the action steps within your freebie
2. Reference your paid offer at least once, e.g. "Inside The She Owns It Membership, I go into even greater detail on how to make sure the topic of your lead magnet is helping you build a list of buyers."
3. Ensure that your lead magnet is aligned with the paid offer you want to make to this audience.

Checklist for your Content section:

- ☐ Does your content solve a problem that demonstrates you understand:
 - who they are,
 - where they are in their journey, and
 - what they want right now?
- ☐ Will doing this work lead to an easy win and help them gain momentum?
- ☐ Are you helping them adopt the core beliefs they need to have to work with you?
- ☐ Do you mention your paid offer at least once?
- ☐ Is the topic of your lead magnet aligned with your paid offer so that it feels like a natural next step?



#5 Your Call-to-Action

If your new subscriber has taken the actions you've guided them through in your freebie, they should be feeling satisfied with themselves, impressed with you and excited about their results.

They'll be looking to you for a next step, so give them one clear Call-to-Action.

To help you decide what your CTA should be, consider the 3As:

- Your CTA should be **ALIGNED** with the freebie they just completed
- **ATTRACTIVE** to the same subscriber (so talk about the benefits of that next step here too), and
- **APPROPRIATE** to this stage in your relationship.

Here are a few ideas of CTAs that are appropriate to this stage of your relationship:

→ Join your Facebook group or follow you on Instagram (basically, direct them to wherever you're showing up most consistently to nurture your relationships)

→ Look out for your next emails in their inbox (if you've got a strategic welcome sequence in place to help convert your new subscribers into buyers)

→ Sign up for a free (or paid) mini-course or watch a webinar (related to the topic of your freebie), after which they'll be a much warmer lead.

→ Purchase an entry-level product or service related to the work they've just completed, i.e. a 60-min. call to help them implement or a video review of the work they've done

→ Book a consult call to learn more about how they could work with you 1:1

Checklist for your Call-to-Action:

- ☐ Is it clear what next step your subscriber should take after using your freebie?
- ☐ Have you described the immediate and big picture benefits of taking that next step?
- ☐ Is your call-to-action appropriate for this stage of your relationship?



If you've checked the boxes in all 5 of the sections outlined above, you should now have a freebie that's not only ultra-desirable, but also convinces new subscribers you're an expert and gets them some juicy results, fast.

That's cause for celebration!

And remember, if you're still struggling, or need some feedback on your Freebie, you can connect with me twice a month to hash it out!

So join me at our next Live Q and A sesh, or on my next 1-1 Voxer Day, and let's get your automated sales system working hard to make conversions for you on autopilot!



xx Rach