

A top-down view of a desk with various items: a laptop keyboard on the left, a pair of black glasses in the upper center, a green succulent in an orange pot in the upper right, a black pen and a red pen in the lower left, a white coffee cup with a brown beverage in the lower right, and a grid of yellow and blue sticky notes in the bottom left corner. The text is overlaid on a semi-transparent grey rectangle with an orange border.

# Create An Irresistible List Building Freebie The Easy Way Checklist

- Before you start crafting your Irresistible Freebie ask yourself, **“What is my ideal customers #1 goal and what’s their biggest roadblock to getting that goal?”**
- If you aren’t sure before you write a single word get super clear about what they want and what’s stopping them from having it! Ways to do this:
  - Start surveying ideal people either online, email and/or by telephone. I recommend all three.** For online surveys I recommend [SurveyMonkey.com](https://www.surveymonkey.com), free up to the first 100 responses! I offer an exclusive step-by-step Survey Monkey training inside my [Create An Irresistible List Building Freebie The Easy Way Masterclass](#)
  - Reach out to past or current customers and ask them what they’re wanting most right now and what’s stopping them from getting it.**
  - Get active in [Facebook groups](#) where your target audience hangs out, read posts and pay close attention to comments that relate to your expertise and offer to support in exchange for a few minutes to interview them about what they want
- Use your survey responses to define the focus of the solution you will provide.**
- Teach via bullet points, it’s easier for the reader to consume and for you to craft
- If you’re a “Do-It-Yourselfer” design your freebie it so it’s super attractive, consider using a service like [Canva.com](https://www.canva.com), if you’re an Apple user you can use Keynote to lay out your freebie and make it memorable. Another option is Powerpoint.**
- If you include hyperlinks in your freebie test them and make sure they work
- Set up your freebie to flow naturally into your paid offer (more about this in the free training) if you haven’t signed up do it here -> <http://bit.ly/freebiecreators>**
- Set Up Your Freebie Up To Be Actionable!**
- Interact and engage with your audience using your freebie as the foundation making sure to provide lots of quick mini wins along the way
- Always be inviting people to sign up for your freebie using this simple script, **“If you like what I just shared get fill-in-the blank with the number of bullet points in your outline and your website address”**

- ❑ **If you have a long URL use a shortener service like [bit.ly](http://bit.ly) to shorten the address.** Also customize the final url so it's branded for example. The original URL for my challenge is <http://getpaidforyourcreativity.com/freebiecreators> through bit.ly I shortened it to: <http://bit.ly/freebiecreators>
- ❑ **Super important!** Set up a designated landing page on your website exclusively for your freebie. Options to explore: either [Leadpages.net](http://Leadpages.net) or [Instapage.com](http://Instapage.com) I offer an exclusive step-by-step Leadpages training in my [Create An Irresistible List Building Freebie The Easy Way Masterclass](#).
- ❑ **Consider purchasing a dedicated domain name exclusively for your freebie** through a web hosting service like [Godaddy.com](http://Godaddy.com) or [NameCheap.com](http://NameCheap.com) for a few bucks can go a long way towards establishing your brand identity.
- ❑ **3 Steps to an Irresistible Freebie Recap**
  - Step 1:** Make your freebie easy to consume
  - Step 2:** Interact and engage with your audience using your freebie as the foundation to teach from making sure to provide lots of quick mini wins along the way and finally,
  - Step 3:** Lead naturally into your paid offer

This checklist is a cliff notes version of everything I'll share with you inside my FREE online training [Create, Build & Grow Your Email List With Irresistible List Building Freebies](#) you'll walk away with a clear road map on where to start and which freebie will work best for your target audience.

**If you haven't grabbed your spot you can do that here:**  
<http://getpaidforyourcreativity.com/freebiecreators>

Also make sure to join us in the private Facebook group created exclusively for Creative Entrepreneurs like you. In the group you'll receive tons of interactive support from myself and your fellow participants.

**How would you like to get my eyes on your offer, your headline, your cover art, your outline, your target audience and more all for free?** It's like a crash course in offer creation. All the deets are waiting for you inside our closed [Facebook Group Irresistible Freebie Creators!](#)

### **Spread the love!**

If you know someone that would find value in this free resource don't hold out. Share this checklist with your friends and invite them to join us for one of my free trainings! I'm super excited to get this puppy rocking and rolling, let's do this!!!



*Rodney Washington*