

How to **ROCK** Your Opt-in Freebie

Play Sheet

WHAT IS AN OPT-IN FREEBIE?

A gift in exchange for an email address. Freebies are usually in PDF format, but you can get creative here using videos as well. What does your target market want and need?

THE PURPOSE OF HAVING AN OPT-IN FREEBIE

- To get people to opt-in to your newsletter, make it interesting!
- Build up your trust and authority

THE ESSENTIALS

Do you have these items?

- Website
- E-Newsletter Service (MailChimp, Aweber, Constant Contact, etc....)
- Opt-in Freebie
- Social Media Accounts
- Marketing System
- Blog/Content
- Program Offerings & Coaching Packages

WHERE TO MARKET YOUR FREEBIE

- Facebook Page + Events
- Facebook Group
- Instagram
- Twitter
- Pinterest
- Google+
- Website
- Eventbrite
- Many more...

MARKETING TIPS FOR YOUR FREEBIE

- Make sure you have a banner showcasing your freebie
- When sharing your freebie, make sure you are sharing client pain points
- Are you getting clicks? Watch your stats so that you can adjust as necessary
- Share your freebie link under a pain post
- Share your freebie under a blog post

GROW YOUR EMAIL LIST

- Add opt-in forms to:
 - Top of sidebar
 - Top of pages
 - On about me page
- Clean up the clutter – make sure you don't offer too many choices

BUILD YOUR LIST

- Do you have an enticing freebie?
- Rotate your freebies every couple months
- Create buzz using your website and social media

OPT-IN FREEBIE IDEAS

Feel their pain and solve it with:

- eBook
- Recipe book
- Private video of you
- PowerPoint Presentations
- Tools
- Food Journal
- Self-Care Handouts
- Challenge
- Suggested Meals & Shopping Lists
- Trackers

**If you want to be truly successful,
invest in yourself to get the knowledge you need to find your unique factor.
When you find it and focus on it and persevere,
your success will blossom.**

- Sydney Madwed