



Free Gift Creation

What is the purpose of your Free Gift? _____

Who are your ideal clients? (Ideal Client Practice) _____

What service, program, or product are you wanting to attract them to?

What is the promise of the service, program or product? _____

FREE GIFT: Make it simple and specific, so it serves its purpose and helps identify or solve a specific problem.

Examples:

- Free training
- Free checklist or assessment
- Free eBook
- Free quiz
- Free meditation or process
- Discount on product or service

CTA: Make a clear and strong call to action in your free gift offer so your potential custom knows exactly what to do next.

Examples:

1) Click here to book a call with me and I will help you _____

2) Click here to get your _____ program that will help you

for only \$\$ a \$\$\$\$ value.

3) Click here to watch this training so you can _____

_____ (benefit).