

# HOW TO CREATE A KICK BUTT

**FREE OFFER**

Build Your List, Grow Your Online Relationships  
and Create Sales for Your Business



# HOW TO BUILD A **KICK BUTT** FREE OFFER

## **Build Your List, Grow Your Online Relationships and Create Sales for Your Business**

What is a free offer?: Taken literally, a “free offer” is simply something of value (useful to your ideal customer) that you give away for FREE to teach, educate, inform, showcase a product or service, generate interest in your company or otherwise connect to a new prospect and potential client. In the world of digital marketing the most common application for a free offer is as an e-mail list building tool.

E-mail is still a very powerful marketing mechanism and is not likely to be replaced anytime soon. However, the days of simply buying lists of e-mail addresses and spamming people non-stop to get sales are gone. To be effective, the person receiving your e-mails must want to open them on a consistent basis. Only then will they consider purchasing the products and services you later offer. A “free offer” is the instrument that initiates the relationship and builds a personal relationship, company recognition and trust.

## So what makes a good free offer anyway?

A free offer must have value and be useful to the person considering it or you will have trouble getting people to trade their email for it. Also, the free offer should, in some way, be at least peripherally related to the products and services that your company offers. As an extreme example, offering a coupon for a free movie is not going to get anyone to retain your social media marketing services at a later date, but offering a free guide on how to get more followers on Twitter might.

Relating your free offer to what you do will place you “top of mind” the next time the prospect needs what you are selling. Alternately, a free offer can identify the problem for the reader (even if they did not know they had one!) and move them to a paid solution as they become more familiar with you, your company or brand.

## A good free offer should be:

Something of value to the prospect – It solves a problem, educates, creates opportunity, etc.

## Simple and specific

Related to a product or service your company offers Include an exchange of value (i.e. - your free offer for the prospects name and e-mail address).

## Examples of Free Offers:

An example of a free offer that I have used very successfully multiple times is an e-book. Recently, over 10,000 people gave me their names and e-mail addresses in exchange for my e-book “9 Ingredients for Dominating Facebook’s News Feed Without Giving them a Penny”.

Once I had that information, I was able to reach out again and offer them a value-packed, digital product also related to Facebook traffic. Since these people already knew and trusted me, most opened the follow-up e-mail and several hundred purchased the mini-course.



There are many other types of free offers. A Facebook contest is an example of one. In exchange for giving their e-mail information, someone can enter your contest.

Another option is that you can install your free offer on a Facebook app on your fan page and use a Facebook "like gate" to encourage someone to give you their email. The exchange of value is this: you "like" my Facebook Fan Page and I will give you something that has value to you for free.



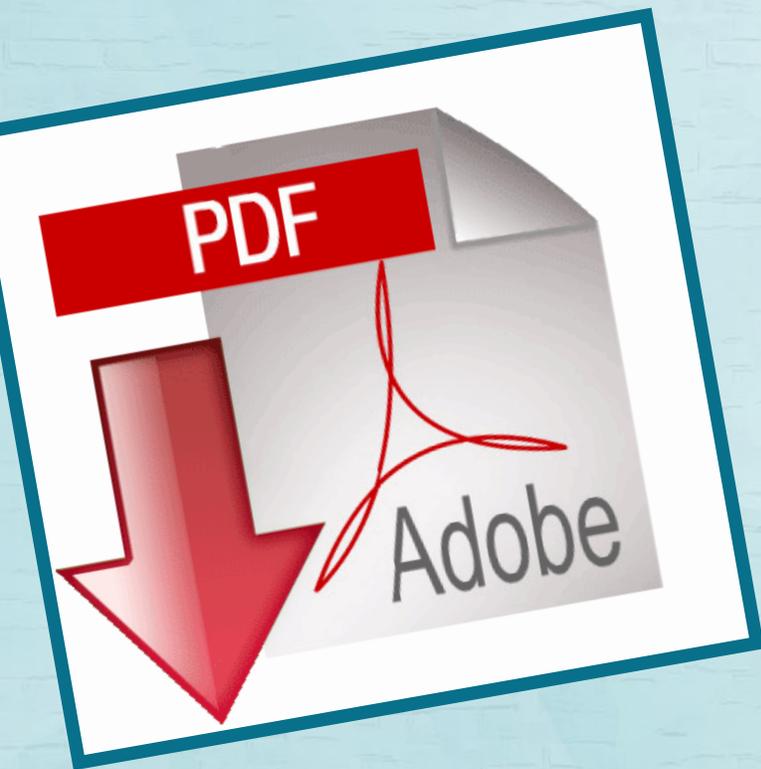
**KIM**  
*Garst*

**Other examples include informational webinars, live calls, Google Hangouts, product samples, etc.**



## **Delivery Methods:**

Choosing the right delivery method for your free offer is as important as selecting the right free offer itself. Listed below are the most common free offer delivery methods along with guidance on where and when to use which.



## **PDF's:**

PDFs are great for several reasons. First, some people would rather read the information than watch a long video or listen. They are easy to download and can be made interactive, meaning you can click the links on the document and be taken to other sources on the internet. They are also easily shareable. A PDF works well with graphic-rich information where the picture really is worth 1,000 words.

## Video:

Video is also a great way to deliver a free offer. They work best for “how-to’s” or demonstrations. For instance, it would be easier to show somebody how to use a special feature on a social media site than take a bunch of screen shots and use a lot of text to explain it. Video’s also work great if your paid products and services are video-based. It gets people comfortable with consuming information in that format from you. Be careful, though. Videos that are too long often do not get watched. Aim for no more than 5-7 minutes if you are going to use this format.



## Audio:

Audio delivery, and podcasting in particular, is one of the fastest growing delivery options in the industry. Audio is a great format to use if your free offer includes a simple set of instructions, or if your message is longer. Research has shown that people will listen to audio much longer than they will watch video on average.



## Webinars:

Webinars are one of my favorite free offer formats and one I use very successfully all of the time. Also, there are now many third party companies that offer affordable webinar management software that make it easy for anybody to host a webinar. One of the best “marketer’s” webinar platforms is Webinar Jam. The more successful webinars I have done have all been about subjects which are current, topical and have immediate value to the attendee.

## Tele-Conferencing:

Tele-conference calls are great because they are very easy to set-up, do not require any special software for the user and can be done anywhere. Like webinars, there are also several third party companies that offer inexpensive (and in some cases free!) software that not only provides connectivity but analytics on attendees.



Okay, enough background.  
Let's get busy helping you build your free offer.

## Step 1 – Identifying your free offer:

The best approach to identifying your free offer is to put yourself in your ideal client's shoes and try to identify a problem or issue which you might be able to help them with. You may not necessarily solve the problem, but you can at least educate them and help point them in the right direction. If you are having trouble coming up with ideas get a group of your friends and colleagues together and brainstorm.



**You can also ask your community directly for ideas on ways you can better help them.**

Write down as many ideas as you can without trying to qualify any. 10+ ideas is good.

Once you have all of your ideas out try to narrow it down from 10+ to 5 then to 3 then to 1. Factors to consider when going through the selection process include immediacy of need, size of population the problem applies to, relationship to paid products and services you offer and ease of creation and distribution.

---

---

---

---

---

---

---

---

---

---

## Step 2 – Choose a Kick- Butt Headline

Perhaps even more important than the content of your free offer is the headline or title itself. After all, it is the first thing people see and it has to tweak their interest enough that they can't wait to trade their email for your free offer!

Unfortunately, many marketers and business owners don't fully realize the impact their headline can have.

They don't think about the fact that without a catchy or intriguing headline, many people won't even take a second look. People will never even see that content they slaved away at for hours!

This means that your headline has some heavy lifting to do... it sounds silly, but it can truly make the difference between a free offer that flops, and one that creates a ton of opt-ins for your list.

I want to some ideas for eye-catching, attention grabbing headlines that will get your audience in a "I can't wait to have that" mood and they are rushing to **to opt-in to get your free offer!**

Following that, I will **give you a list of 30 sample headline ideas that you can use to choose a kick butt headline or title for your new free offer!**

- 1) Use words commonly found to tweak interest: surprising, science, history, hacks, huge/big, and critical.
- 2) Use social network or famous names. Posts with social network names or famous names in their headlines get shared the most (for instance, 'What Facebook Doesn't Want You to Know'.)
- 3) People want to learn. Use learning words like 'Introduction', 'The Beginners' Guide' and 'DIY' in post titles.
- 4) Keep your headlines short and concise. The goal of your headline is to simply catch the attention of your readers, not to convey the entire content of your free offer!
- 5) List free offers are still popular and very effective. People love, love, love lists! For example – 160 Summer Fun Ideas
- 6) Use a sense of urgency. For instance, 'Ten Things You Should Do Right now' or 'Fix These Common Mistakes Or Risk Losing it All'.
- 7) Use the negative form of a word instead of the positive form. For instance, a post named '5 Worst Pieces of Blogging Advice' will likely outperform '5 Best Blogging Tips'.
- 8) Don't be tricky. While there is some creative license allowed in headline writing, your headline should be an accurate portrayal of the content of your post.

- 9) Use a tool to help you come up with new headline ideas. One of my favorites is the Portent Content Idea Generator.
- 10) Use action words. Just as with social media headlines, action words will be more likely to jump out at your readers. When possible, use action-oriented, present tense words rather than the passive, past tense.
- 11) Be specific. You may think that using a more general headline will appeal to the widest audience as possible, however this is usually not the case. Your headline should give a clear indication of the specific topic of your content.
- 12) Be controversial. Occasionally, you may want to use a bit of controversy in your headline to turn a few heads. For instance, Apple enthusiasts (some of the most die-hard fans on the planet) won't be able to help themselves with a title like 'Why Apple Is Failing at Their Social Media Strategy' (which they aren't, by the way!).
- 13) Use a benefit. You already know the old copywriting rule, 'benefits not features'. Well, this holds especially true for headlines. Your headline should convey how your product or information will HELP people, not how great your product is.
- 14) Use question words. Using question words like How, What, When, and Why are still very effective at eliciting clicks. For instance, rather than using 'Top Skills Leaders Have', try 'How Leaders Succeed Using 5 Common Skills'.

- 15) Be unique. Don't use the same headline as someone else just because it worked for them! Add some of your own ideas and personality and make it original.
- 16) Spin a popular headline. When writing a headline, do a quick Google search for posts on the same topic. Find one that's been particularly popular, and figure out what you can learn from it.
- 17) Evoke emotion. Using your headline to evoke feelings of happiness, anger, or even fear may improve your click-through rates; just be careful about stepping over the line into being manipulative!
- 18) Use insider information. Posts that promise to reveal insider information are always popular, as long as you can actually deliver.
- 19) Capitalize the first letter of each word. Most copywriters agree that this is the most effective format for your headlines. Avoid using CAPS for all letters or risk being seen as spammy!
- 20) Don't get fancy. While a fancy headline with lots of big words may look good to you, it's unlikely to generate the level of interest you're after. Avoid being fancy, and focus instead on giving a simple, clear idea of what your free offer is about and how it will help your readers.

# 30 Sample Headlines to Get Your Creative Juices Flowing

Sometimes the best motivation for writing a winning free offer headline is seeing what headlines have worked well in the past.

I will leave you with some headline templates that have been proven effective time and time again. The next time you are stuck coming up with content ideas for your free offer, try running through this list and choosing a headline that inspires you!

- 1) The Secret of \_\_\_\_\_
- 2) Top 10 Ways to \_\_\_\_\_
- 3) Why \_\_\_\_\_ Never Fails
- 4) How \_\_\_\_\_ Can Help You Succeed
- 5) What \_\_\_\_\_ Doesn't Want You to Know
- 6) Why \_\_\_\_\_ Isn't as Bad as You Think
- 7) 5 Tips for Helping You \_\_\_\_\_
- 8) How to \_\_\_\_\_
- 9) If \_\_\_\_\_, then you can \_\_\_\_\_  
(e.g. If you can sew a hem, then you can make this quilt)
- 10) What Everyone Should Know About \_\_\_\_\_
- 11) The Beginner's Guide to \_\_\_\_\_
- 12) 4 Keys to \_\_\_\_\_
- 13) 10 \_\_\_\_\_ the Experts Use  
(e.g. tools, formulas, products)

- 14) How Many Times Have You \_\_\_\_\_?  
(e.g. tried to change a tire and failed)
- 15) 20 \_\_\_\_\_ Mistakes and How to Avoid Them
- 16) The Truth About \_\_\_\_\_
- 17) The Ultimate Guide to \_\_\_\_\_
- 18) \_\_\_\_\_ Made Simple
- 19) 5 Minutes to a Better \_\_\_\_\_
- 20) Here is What Happens When \_\_\_\_\_
- 21) Before You \_\_\_\_\_, Read This Post.
- 22) What Happens When \_\_\_\_\_
- 23) You Too Can \_\_\_\_\_
- 24) How to \_\_\_\_\_ in Less Than an Hour a Day
- 25) 7 Types of \_\_\_\_\_ That Will Help You \_\_\_\_\_
- 26) Case Studies That Prove \_\_\_\_\_
- 27) Do \_\_\_\_\_ Like a Pro
- 28) 20 Genius Hacks That Will Help You \_\_\_\_\_
- 29) 10 Examples of \_\_\_\_\_
- 30) 5 Things I Wish I Had Known About \_\_\_\_\_

I hope this has given you some insight that will help you on your mission to create the most captivating, enticing headlines possible. Keep in mind that the quality of your headlines can have a huge impact on the success of your free offer. So don't be afraid to take your time and test different headlines to see which perform the best!

### **Step 3 - Choose delivery format:**

Which delivery method of the 5 listed above is best suited for your free-offer? Remember your goal is to reach as many of your ideal prospects as possible in the format most easily consumable to them and doable for you to do!

### **Step 4 – Build your free offer:**

Once you have decided what your topic is and in what format you are going to deliver it, you can start actually crafting your free offer. Remember; keep your content useful, bite-sized and actionable where appropriate.

## Step 5 – Advertise and distribute:

A free offer does you no good if nobody ever sees and accepts that it is useful enough to them to trade their email address for. It also does you no good to make a free offer if you do not have the ability to ever contact that person again. That's why using e-mail management software is critical. There are several good, inexpensive e-mail management companies out there including Aweber, Mailchimp, Infusionsoft and Constant Contact. Each of these will allow you to create landing page with an opt-in box that you can place on your home page, an independent landing page, a lead page or on a Facebook app.

A screenshot of a Facebook post from 'Boom Social with Kim Garst'. The post features a book cover for '9 Ingredients For Dominating Facebook's News Feed' and a large text overlay: '9 Ingredients For Dominating Facebook's Newsfeed Without Giving Them A Penny...shhh!'. Below the text is a form with fields for 'First Name' and 'Email', and a 'Free Instant Access >' button. A red box highlights the form and a 'Get My Free Download! >>' button at the bottom of the post. The post also includes a 'Liked' button and a privacy policy link.

Boom Social with Kim Garst Free eBook! ✓ Liked

**9 Ingredients For Dominating Facebook's Newsfeed Without Giving Them A Penny...shhh!**

Enter your name and email address below to receive "9 Ingredients For Dominating Facebook's News Feed, Without Giving Them A Penny...shh!" It's 100% FREE!

First Name

Email

**Free Instant Access >**

Privacy Policy: We hate SPAM and promise to keep your email address safe.

Get in front of your Facebook fans again!

Click the button to claim your eBook. Get your Facebook MOJO back!

**Get My Free Download! >>**

Now that you have safe and secure way of gathering this critical information, there are numerous ways to advertise and distribute your free offer. I have listed several below and suggest you select at least 3 from the list, if not more:

- \_\_\_\_\_ **Facebook status update (FREE)**
- \_\_\_\_\_ **Facebook status update as promoted post (cost money, but effective)**
- \_\_\_\_\_ **Facebook "Free Offer" (requires paid advertising)**
- \_\_\_\_\_ **Tweet series on Twitter**
- \_\_\_\_\_ **On Google+**
- \_\_\_\_\_ **Word of mouth**
- \_\_\_\_\_ **On website as opt-in box**
- \_\_\_\_\_ **On website as a stand-alone landing page**
- \_\_\_\_\_ **As a pin or multiple pins on Pinterest**
- \_\_\_\_\_ **On Instagram**
- \_\_\_\_\_ **Using traditional Facebook Advertising**
- \_\_\_\_\_ **In your newsletter (not effective for getting NEW opt-ins)**
- \_\_\_\_\_ **Facebook custom app**

So that's it! I hope this guidance has helped you gain the knowledge and understanding on what a free offer is and how to build one yourself.

Blessings,  
Kim