



The Ultimate *Freebie* Planning Guide

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ABOUT

Kim Garst is one of the world's most retweeted people among digital marketers. She is a renowned marketing strategist, keynote speaker, and an international best-selling author of *Will The Real You Please Stand Up*, *Show Up*, *Be Authentic* and *Prosper in Social Media*.

Kim helps entrepreneurs make more money online using social and digital media strategies. Forbes named her as one of the Top 10 Social Media Power Influencers.

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What is a *Freebie*?

A “freebie” is something you give to people in exchange for their email address. It’s also called a lead magnet, ethical bribe, opt-in, reward, or gift.

The marketing goal of a freebie is to build your email list full of people who are interested in what you do or the problem you solve.

This guide will help you plan your freebie so that you offer something that attracts your ideal customers AND builds your business.

Brainstorming Your *Freebie*

People do not care about your freebie! They care about resolving their struggles. In fact, people care most about getting the outcome they want.

Your freebie helps your prospect attain that outcome. The focus is not just on the struggle and the solution. It’s also on what will their life be like AFTER you solve their problem or struggle. Remember, it’s about one quick win!

Fill out this table to brainstorm what you'll offer as a freebie.

What is one of my prospects' struggles?	What do I offer to solve this struggle?	How does this help my prospects and what does the result mean to them on a deeper level?	What would be the best format to deliver that outcome via a freebie? (See below for ideas)
EXAMPLE Lower Back Pain	EXAMPLE Stretch	EXAMPLE Eases back pain so that they can play tennis again	Video
EXAMPLE Time-consuming meal preparation	EXAMPLE 15 minute recipes	EXAMPLE Makes meal prep fast, easy so the family can spend quality time eating together	PDF

Freebie Ideas

What will you use as your freebie? Here are some ideas to spark your creative juices.

- | | |
|----------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Checklist/Planner | <input type="checkbox"/> Contest/Giveaway |
| <input type="checkbox"/> eBook | <input type="checkbox"/> Product Samples |
| <input type="checkbox"/> Worksheet/Cheat sheet | <input type="checkbox"/> Consultation Call |
| <input type="checkbox"/> Guide | <input type="checkbox"/> Audit |
| <input type="checkbox"/> Video or Audio | <input type="checkbox"/> Content Upgrade |
| <input type="checkbox"/> Course (via Email/Online) | <input type="checkbox"/> Free Trial |
| <input type="checkbox"/> Webinar | <input type="checkbox"/> White Paper/Case Study |
| <input type="checkbox"/> Coupon/Discount | <input type="checkbox"/> Chapter from a Book |
| <input type="checkbox"/> Quiz/ Assessment | <input type="checkbox"/> Exclusive Interview |
| <input type="checkbox"/> Resource List/Toolkit | <input type="checkbox"/> Pricing Guide |

The *Freebie* Checklist

Now that you have a few ideas for your freebie, it's time to create your freebie.

This checklist will help you plan and create your freebie. Ask yourself these questions before and after creating your freebie to make sure you hit a home run – for your target market and your business!

- ☐ Does your freebie improve one of your prospect's struggles?
- ☐ Does your freebie help your prospect achieve the desired result relatively fast?
- ☐ Is your freebie specific enough to attract your ideal prospect?
- ☐ Is your freebie so valuable that people would pay for it?
- ☐ Is your freebie easily consumed or used?
- ☐ Does your freebie demonstrate your expertise or value proposition?
- ☐ Is your freebie aligned with at least one of your paid products or services?
- ☐ Is the format easy and relatively quick for you to create?
- ☐ Will your freebie be relevant for a while (aka "evergreen")?
- ☐ What's the goal of your freebie? What do you want the person to do next?
- ☐ Have you included a call to action in your freebie so that people take action?
- ☐ Have you included your contact information?