NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #16

20 SHORTCUTS TO MAKE YOUR LEAD MAGNET FASTER, EASIER AND BETTER

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Chances are, you're not going to make just one free digital product. Once you see how well a good free digital product works to generate sales and newsletter subscribers, you're going to want to create quite a few of them. And that's why you'll want to pay attention to these shortcuts for making free digital product faster, easier and better.

Let's start with the tips for making them faster and easier...

FASTER/EASIER

1. Splinter Content

Need a quick way to create a free digital product? Simply splinter off a part of an existing product, and then use that portion as the free digital product.

For example, if you're selling a 10-part video series, then offer one of the videos as a free digital product. This method naturally upsells the paid product!

2. Reformat Content

Another quick way to create content is to reformat your existing content. For example, you can take one of your most popular blog posts and turn it into a different format, such as a contendeo (content video). Or you can get the transcripts from a video to create a textbased product.

3. Outsource Free digital product Creation

You don't need to create all your free digital product yourself. Instead, you can outsource the task. Just search Google for a freelancer (e.g., "hire ghostwriter"), or post a project on a freelancing site such as guru.com, upwork.com, or freelancer.com.

4. Craft a Base Template

The idea here is outsource the creation of a template that you can reuse for future free digital product. For example, create a template for a cheat sheet (complete with graphics), and you'll be able to make future cheat sheets in just minutes.

5. Use Technology

Here's another way to create text-based free digital product quickly: use text-to-speech technology. There are many apps and software available, though one of the more well-known products is Dragon Naturally Speaking. If you can speak faster than you can type, then using this technology is a great way to create content more quickly.

6. Repurpose Content

Earlier I mentioned reformatting existing content. For this tactic, you can repurpose your existing content. For example, you can take one of your popular blog posts, break it into five parts, and turn it into a mini course delivered by mail.

7. Start with PLR

You don't need to create all your free digital product from scratch. Instead, start with high-quality PLR, and you'll be able to create free digital product quickly, easily, and affordably.

8. Crowdsource

The idea here is to get other people to help you create your free digital product. For example, you can ask your joint venture partners (other experts in your niche) to share their tips and tricks in exchange for exposure and a link. You can then compile everyone's contribution into a swipe file, and all partners can help distribute the free digital product.

9. Offer Content Upgrades

The idea here is to offer a free digital product in the form of an expanded version of whatever piece of content someone is looking at. For example, let's imagine you have a really popular blog post on the topic of kettlebell training. You can offer people who view this post a PDF version of the post they just read – but the PDF is even better, because it includes illustrations of the exercises.

And now that you've learned about making free digital product faster and easier, let's look at how to make them even better...

BETTER

10. Create Multiple Targeted Free digital product

Some marketers make the mistake of creating just one free digital product, and then using that for all occasions. If you want to make the most of your free digital product strategy, then you should be creating multiple, targeted free digital product. You can then use these free digital products to help segment your list, which allows you to create targeted emails with higher conversion rates.

11. Choose Labels Carefully

If you create an ebook, don't call it an "ebook." That's because that particular label has developed a reputation for low-quality content.

What should you do instead? Call your content a guide, special report, whitepaper, formula, system or any other label that conveys a higher perceived value.

12. Encourage Sharing

Some of your prospects are going to view your free digital product and fall in love with it, and these folks could become your best advocates. That's why you'll want to encourage users to share with their friends. You might even incentivize this action, such as by offering a gift (e.g., an expanded version of the free digital product) to anyone who shares it.

13. Employ Good Copywriting

One of the secrets to creating a successful free digital product is to create highly engaging content. And one way to create highly engaging content is to employ copywriting tactics throughout your free digital product.

This includes:

- Creating engaging headlines and subheadlines.
- Engaging emotions.
- Handling objections.
- Offering proof.
- Employing strong calls to action.

Point is, sharpen your copywriting skills, and you'll end up with a better free digital product.

14. Be Consistent

Be sure your free digital product uses the same voice and branding as your other free and paid content. In other words, you want continuity across your marketing channels, which inspires trust and builds your brand.

15. Design Content Around a Theme

The idea here is to create the free digital product around a theme, which makes your content more engaging, compelling, and memorable). For example, instead of merely describing a marketing strategy, you can refer to it as a “recipe” (and then talk about what “ingredients” the reader needs to replicate the recipe).

16. Offer Data

When you provide hard data, it makes your information more credible. When users trust your information, they’re more likely to take action. That’s why you should offer data whenever possible, such as providing a case study, offering statistics, or presenting the results of an experiment.

17. Create a Formula

Instead of merely listing the steps of a how-to process, create a formula by assigning an acronym to the steps. This makes your content more memorable, unique and engaging.

Need an example? *Check out the Free digital product-Creation Worksheet in this package, whose steps are laid out around the F.R.E.E.B.I.E. formula.*

18. Offer Something Novel

The most effective free digital products are those where the user sees something new. That’s because our brains actually reward us with pleasurable chemicals when we see something novel. That’s why you’ll want to provide at least one of the following:

- A new tip that you haven't seen others talk about.
- A new twist on an old method.
- A new use for a product.
- A case study (because tests and case studies are always unique to the person doing them).

19. Provide Tools

Everyone provides information. If you want to stand out, then provide tools. For example, don't just teach people how to perform a task (such as setting up a blog). Provide tools such as a checklist to help them perform that task faster, easier and better.

20. Aim for Repeat Visits

Do you want to boost your conversion rates, clicks and backend sales? Then create something your prospects will refer to often. That way, they'll see your links and calls to action each time they visit your free digital product.

For example, a headline swipe file makes a good free digital product, because copywriters will refer to it every time they need to craft a headline.

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