NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #17

THE FIVE FUNDAMENTALS OF YOUR LEAD MAGNET THAT CONVERT

NOTICE: You DO NOT Have The Right To Reproduce Or Resell This Course!
You Also MAY NOT Give Away, Sell Or Share the Content Herein

Copyright Notice

Copyright © NAMS, Inc. All rights reserved worldwide.

No part of this material may be used, reproduced, distributed or transmitted in any form and by any means whatsoever, including without limitation photocopying, recording or other electronic or mechanical methods or by any information storage and retrieval system, without the prior written permission from the author, except for brief excepts in a review.

This checklist is intended to provide general information on marketing and business building. Neither the author nor publisher provides any legal or other professional advice. If you need professional advice, you should seek advice from the appropriate licensed professional. This checklist does not provide complete information on the subject matter covered. This checklist is not intended to address specific requirements, either for an individual or an organization. This checklist is intended to be used only as a general guide, and not as a sole source of information on the subject matter. While the author has undertaken diligent efforts to ensure accuracy, there is no guarantee of accuracy or of no errors, omissions or typographical errors. Any slights of people or organizations are unintentional.

Any reference to any person or organization whether living or dead is purely coincidental. The author and publisher shall have no liability or responsibility to any person or entity and hereby disclaim all liability, including without limitation, liability for consequential damages regarding any claim, loss or damage that may be incurred, or alleged to have been incurred, directly or indirectly, arising out of the information provided in this checklist.

TOP 10 TOOLS WE LOVE

NAMS
MyNAMS
INSIDERS CLUB
Build your team and get all the business training and tools you need now!
DISCOVER WHAT INSIDERS ALREADY KNOW!
MyNAMS Insiders Club is more than a membership! It's a mastermind for serious business people who want to have fun and build the business if their dreams with the support of a like-minded community.
CHECK IT OUT TO GET A
7 DAY $1 TRIAL!
https://nams.ws/TRIAL

Let me make a wild guess here: you're not creating a free digital product just for the fun of it, right?

Of course not. You're creating a free digital product because you want to use it to attract and convert prospects. In other words, you want to make some sales on the backend.

Here's the thing...

A lot of marketers who're creating free digital products for the first time tend to get disappointing results. And in many cases, it's because they haven't followed the five fundamentals for creating free digital products that convert.

The good news is that you're about to discover these fundamentals so that you can put them to work for you. Let's get started...

1. Presentation is Just as Important as Information

A few weeks ago, I looked up restaurants in a small town I was visiting. There was a steak place just a few miles away, so I hopped in the car and made a beeline there with a big appetite.

When I arrived, my appetite disappeared instantly. The place was rundown on the outside. Peeling paint, a sign that had seen its better days, and a parking lot littered with trash and debris.

I didn't even get out of the car. This place could have had the best steaks in the world, but there was no way I was going to eat in such a rundown restaurant. That's right, I did the proverbially judging of a book by its cover.

Tell you what, your prospects do the exact same thing. If your product looks cheap or amateurish, then people will assume the content is cheap and amateurish.

That's why you need to do the following:

- Create a high-quality landing page, complete with a professional web design and ecover graphics.
- Be sure to have a professional design the interior of your product. For example, if you're giving away an infographic, then get a professional designer to create this piece.
- Proof your content carefully. It's a good idea to have a professional proofreader do it so that you make a great first impression.

2. Good Titles Get Attention, Clicks, and Reads

Here's the simple truth: if your title doesn't get attention, then the rest of your content might as well not even exist. That's because no one will download it, read it, or click on it if the title doesn't get their attention.

With that in mind, follow these tips:

- **Put your biggest benefit in the title.** That is, what will prospects be able to do once they're done with your free digital product? E.G., "Copywriting Templates for Creating High-Converting Sales Letters the Quick and Easy Way."
- **Arouse curiosity, if possible.** Words like "secret" or "revealed" help naturally arouse curiosity. E.G., "The #1 Secret for Getting Rid of Tomato Hornworms."
- **Use power words in your title.** This includes words such as: you, how to, quick, easy, rapid, secret, discover, revealed, surprising, new. E.G., "How to Get Rid of Cellulite for Good."

3. Choose the Right Format

There are many different types of free digital products you can create, and your job is to choose a format that best suits your goals, audience, backend offers and the type of content you want to create.

At a minimum, the free digital product should provide some sort of overview of the paid offer. Ideally, the free digital product should be something that works alongside the paid offer. For example, if the paid offer is a copywriting course, then you might offer a package of headline swipes. Prospects can then use the course and the swipes together to create high-converting sales letters.

4. Impress Your Prospects

If your prospects aren't impressed, they won't buy anything from you. That's why you need to create impressive content that possesses the following characteristics:

- **Actionable.** Your prospects should be able to put at least part of your information to work right away. For example, if you offer a copywriting template, that's something the prospect can use immediately after they download it.
- **Valuable.** Just because you're giving a free digital product away doesn't mean that it shouldn't be worth anything. On the contrary, your free digital product should be valuable. It should be something that you could easily sell for $25, $50 or more. Once a prospect puts your free digital product to use, they'll see the value... and they'll be impressed.
- **Novel.** If you're sharing the same information as everyone else, your prospects will be unimpressed. That's why you'll want to share at least one tip or strategy that others aren't talking about, or otherwise present the information in a new way. The more unique your content or its presentation, the more your prospects will be impressed.
- **Polished.** See Free digital product Fundamental #1 above.

5. Know Your Audience

The more you know about your audience, the better able you are to create content that resonates with them and motivates them to take action. That's why you'll want to both research your audience demographics and survey your audience directly in order to uncover the following types of information:

- Age
- Gender.
- Location.
- Income.
- Education level.
- Marital status.
- Hobbies.
- Problems.
- Biggest challenges/frustrations with regards to the niche.
- Solutions they've tried.
- Reasons those solutions haven't worked.
- What motivates this audience?
- What do they want in a solution?
- What else do you know about this audience?

Point is, the more you know, the easier it will be for you to connect your audience and sell them something they really want.

Conclusion

Now that you know the five fundamentals of creating free digital products that convert, your next step is easy: put these fundamentals to work for you. If you've already created a free digital product, then double check to be sure your free digital product includes these fundamentals. The more fundamentals you include, the better your end result!

A PERSONAL INVITATION!

And a special 7 day $1 trial to the best business training resource library available

1 Magnetize

Every business person must have the ability to persist until they prosper by training the right mindset...

2 Monetize

Making money is urgent and important for All business. It's the key to financing your growth...

3 Methodize

After mastering sales and marketing, creating your own products correctly add zeroes to your business...

Click here to start today!

nams.ws/7trial

WHAT DO INSIDERS GET?

NAMS
Novice to Advanced Marketing System

- Weekly Mastermind Call – What's working
- 30-Day Challenges – 12 months essential topics
- Insiders Facebook Group – active peer community
- PLD Articles – articles, report and ecourse each month
- Audio & Graphics Gallery
- Micro Workshops – nearly 2 dozen training sessions
- Tutorial Library – Tech tool & process tutorials
- Custom Tutorials – 18 essential tools tutorials
- Custom Marketing Suite Software including site builder,
- video management, tracking, quiz engine
- And much more...