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Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #14

TOP 10 MISTAKES PEOPLE MAKE WITH FREE DIGITAL PRODUCTS

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The Top Five Mistakes People Make with Free Digital Products

You're ready to start creating your first free digital product. But before you spend a single second doing it, you'll want to read these 5 common mistakes people make with free digital content.

1. Creating Something Undesirable

Just because you think you have a great idea for a free digital product doesn't mean your market is going to love it or even want it. That's why you need to do your market research first. If people in your market are buying similar types of content on ClickBank and on your top competitors' sites, then that's a good sign that they'll snap up your free digital product.

2. Using Poor Titles

If the title of your free digital product doesn't attract attention, then no one is going to even bother opening your free digital product. That's why you want to be sure you create benefit-driven titles that get attention. You can start by using the templates included in this package.

For example, a mini course might be titled: "The Five Surprising Secrets for Getting Rid of Belly Fat."

3. Failing to Begin with the End in Mind

You need to define your free digital product's goal before you even think about creating it. That way, you can create content that solves a problem and naturally leads to your paid offer.

For example, a sales letter template will help a marketer quickly and easily create a sales page. But if they want a highly effective, high converting sales letter, then they'll want to purchase the copywriting course you pitch at the end of the template.

4. Turning the free digital product Into a Big Ad

Yes, I know – you created your free digital product as a way to generate sales on the backend. But just because your free digital product sells something doesn't mean it should be one big advertisement.

If you pack it full of promos (especially promos for multiple products), your prospects are going to get overwhelmed. They're not going to buy anything. And they may just get so disgusted that they'll trash your free digital product.

The solution? Pick one product to promote, and then promote it with a strong call to action just once.

5. Producing Boring Content

The very best free digital products are those that the user refers to again and again. And here's the thing – if your free digital product is boring, people aren't even going to read it in full once.

That's why you need to create engaging content.

Follow these tips:

- **Use the active voice in your writing.** In other words, be sure each sentence you create has a subject and verb.
- **Tell relevant stories,** which helps engage readers and their emotions.
- **Write with a friendly, conversational tone.** Imagine you're writing to a friend, which will help you strike a more engaging tone.

6. Offering Too Little Information

You need to create content that solves a problem (or at least part of your prospect's problem). If you offer too little information, then your prospects won't find the content useful. And if they don't think it's useful, they won't be motivated to purchase additional products or services.

So, ask yourself: does this content provide useful information to at least partially solve a problem? If the answer is "no," then it's time to add value to your content.

Now let's look at the opposite problem...

7. Sharing Too Much Information

If a free digital product takes too long to consume, OR if the free digital product's solution takes too long to implement, your prospects may lose interest. What you want to do instead is provide at least one immediately actionable tip or tool so that people can get good results quickly. That way, they'll naturally want your backend offer.

For example, if you're offering weight-loss information, you might offer an immediately actionable tip related to what to do to stay feeling full for longer. Your readers can try the tip out today – and when it works, they'll be even more open to your backend offers.

8. Trying to Appeal to Everyone

If you try to appeal to a mass audience, you'll end up appealing to no one at all. That's why you need to understand exactly who your audience is, and then write to your ideal prospect.

How do you get a better understanding of your audience? Answer: market research. You can start by searching Google for your audience demographics (e.g., dog owner demographics). This will give you a snapshot of your audience's age, gender, location and other characteristics.

Secondly, you can survey your market on social media, via groups/forums, and on your blog and via your newsletter to learn more about them. Ask open-ended questions, such as their biggest challenges when it comes to getting results in the niche.

9. Creating Something Unprofessional

People do judge your work by its initial appearance, which is why you want to be sure to produce something professional. This means:

- Creating high-quality cover graphics, as well as professional graphics and design for the inside of your free digital product.
- Proofing your work (or having someone else do it).
- Double-checking your facts and research.

10. Forgetting a Call to Action

You can drop a link at the end of your free digital product, but that doesn't mean people will click on it. In order to boost your conversion rate, you need to provide a specific call to action alongside that link.

E.G. "Click here to discover the secrets of rapid and effective fat loss without hunger pains!"

Conclusion

No matter what type of free digital product you're creating, you'll save yourself time, money and frustration down the road if you avoid the ten mistakes you just learned about. Be sure to read them once more before you start working on your next piece of content!

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