NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #13

THE FREE OFFER CREATION WORKSHEET

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Are you ready to start creating your own free digital product? Then use this worksheet to walk through the “FREE digital product” formula for creating a high-quality, effective free digital product.

Here’s an overview of the formula:

- Finalize Your Backend Offer
- Review Potential Topics
- Establish a Format
- Explore the Market
- Build Your Free digital product
- Insert Call to Action
- Excite Prospects

Step 1: Finalize the Backend

The first thing you need to do is decide what you’re going to sell on the backend of your free digital product. Ask you review your options, ask yourself these questions:

- Is the offer in-demand? (If you don’t know the answer to this, you’ll need to do your market research.)
- Is this your product? (Whenever possible, create and sell your own product instead of an affiliate offer.)

Step 2: Review Potential Topics

Once you know what you’re going to sell on the backend, then you can start reviewing and researching potential topics around which to create a free digital product.

First, write down all the potential topics you can think of that would help you sell the backend offer. For example, if you're selling a diet guide, then one potential idea is to share dieting tips, another one is to share meal plans, and still another one is to give away an exercise video.

_____

_____

_____

Now go through your list of potential topics and ask yourself these questions:

- Is this topic in demand? (Do your market research here if you're not sure.)
- Does this topic naturally lead to the paid product? In other words, can you create something useful yet incomplete so that people will want to purchase your backend product?

Step 3: Establish a Format

Once you've picked a desirable topic, then your next step is to pick the free digital product format that is the best fit for this topic and your goals.

A lot of people jump straight to creating an ebook/report, but your prospects have seen that a thousand times before. Instead, you'll want to consider the full range of possible free digital products.

For each free digital product format listed below, write in as many topics as you can think of. For example, if you're selling copywriting information and the format is a template, then you could offer headlines, openers, postscripts, guarantees, calls to action, and similar templates.

Now your turn to brainstorm for your niche:

Cheat Sheets/Infographics:

Worksheets:

Templates:

Checklist/Planner:

Documents/Forms:

Buyer's Guide:

Email Mini Course:

Swipe Files/Tips:

Contendeos:

Mind Maps/Process Maps:

Q/A Group Coaching:

Article Library:

_____

Now review your list of all the potential formats above. Ask yourself these questions:

Which format is in-demand in your niche? _____

Which format BEST suits your needs? (In terms of creating something useful yet incomplete that sells the backend product.)

_____

Which format carries a high perceive value?

_____

Once you've answered the above questions, it should be clear which format to choose. Then move onto the next step...

Step 4: Explore the Market

You want to make sure you're not creating something that's been done a million times before. That's why you want to explore the market to see what others in your niche have done. Your goal is to create something somewhat similar to the popular items, yet unique to make your mark on the niche and appeal to the audience.

As you explore similar popular products, ask yourself these questions:

What makes these products so popular?

_____

What are the biggest features and benefits of these products?

_____

What are the biggest weaknesses of these products?

How can you create a free digital product that's BETTER than what's currently on the market?

How can you set your free digital product apart from both the paid and free products in your market? In other words, what's your biggest "reason why" people should take advantage of your offer?

What makes the free digital product different?

What all do you intend to include in your free digital product? List your outline here:

Step 5: Build Your Free digital product

Now that you've researched other products in your niche so that you know how to create something that's even better than the current offerings, it's time to get to the business of creating it.

First question to ask yourself: *Are you going to create the free digital product yourself or hire a freelancer to do it? Specifically:*

- Do you have the skills to create it yourself?
- Would a freelancer do a better job?
- What could you do with the time if you didn't create? the free digital product?

Secondly, onto the actual creation. The most important question you need to answer is this:

How do you create something useful yet incomplete, which naturally leads users to your paid offer? Answer in detail here:

Step 6: Insert Call to Action

Now that you've created a free digital product that naturally leads to your paid offer, it's time to insert your call to action. Answer these questions:

What is the goal for this free digital product? I.E., what do you want people to do when they finish viewing it? Be specific:

Is there more than one place to insert a call to action within this particular free digital product?

If so, what is the BEST place to insert a CTA?

In what ways can you create urgency with this call to action?

_____

Step 7: Excite Prospects

The final step is to get prospects excited about viewing and using your free digital product. This process starts with you creating a compelling, exciting title.

Ask yourself these questions...

What are the BIGGEST benefits of your free digital product?

_____

Is there a way to arouse curiosity in your title? Brainstorm some ideas here:

_____

Now brainstorm possible title ideas below. Start with the templates included in this package, and then create your own titles.

E.G., "The Secrets of _____." ("The Secrets of Rapid and Effective Weight Loss.")

_____

_____

_____

_____

_____

_____

Which of these titles seems the MOST compelling to you? List them here:

(Your "short list" of titles are the ones you'll want to test to see which ones your audience responds to the best.)

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