

How to Profit From Freebies - Action Plan

Your checklist shows you what to check off, once you've completed all the steps of your Freebie Profit Plan. Your Action Plan will help you go through it, without missing any of these steps.

Define Your Freebie Business Goals	<p>Before taking action, it's imperative to sit down and establish what it is you want to accomplish by giving away freebies.</p> <p>Once you have clearly defined goals, you can then go about creating a plan to achieve them and taking action.</p> <p>1. Target Audience – Understanding your target audience is essential to creating a profitable membership site. This information will help you decide what freebies make sense to create and giveaway.</p> <p>2. Goals – What do you want your freebie giveaway to accomplish?</p> <ul style="list-style-type: none">• Create a community?• Offer value to current prospects and customers?• Increase website traffic?• Increase loyalty?• Boost profits?
Choose Your Freebie Strategy	<p>The next step is to determine what type of freebie you're going to giveaway. This depends in large part on your business model, your target audience, and your goals and of course your brand/personality.</p> <p>If you're an excellent writer then use those skills and create written products to giveaway. If you have a relationship with several industry experts, use that relationship and interview them to create audio products.</p> <p>Your freebie options include but are not limited to the following:</p> <ul style="list-style-type: none">• eBooks• Reports• Video• eCourse• Workshops/seminars• Audio products (you could interview an expert in your industry and provide the recording and the transcription)

<p>Create Your Freebie Products.</p>	<p>You have a number of options to create your freebie products. And you can in fact combine some of these options to create several freebies. This may be something you need to do if you're selling a membership or an information product for example.</p> <p>Your options for creating your Freebies include but are not limited to:</p> <ol style="list-style-type: none"> 1. Creating it yourself. You know your audience and your topic better than anyone. Why not create your freebie product(s) yourself? 2. Outsource it. There are experts around the globe who can help you create your freebie product. Ghostwriters, video creation experts, software/coding experts and you can even hire people to interview others. Ask associates and post the project on freelance websites. 3. Partnerships. Find relevant businesses in your industry, maybe even businesses where you've downloaded or used their freebie and really liked it, and approach them with a partnership arrangement. You can share your profits, drive traffic to their site and promote their products in return for letting you use their giveaway as one of your own. 4. PLR. Private Label Rights products come in every shape, size, format and topic. You can find great PLR online. It just takes a few minutes to repurpose and rebrand it to make the product your own.
<p>Achieve Your Freebie Goals</p>	<p>Now that you have your product created and you have your goals established, make sure you're set up to achieve your goals.</p> <p>Make sure your freebie links to the pages you need it to link to in order to:</p> <ul style="list-style-type: none"> • Promote your business • Promote affiliate products • Promote your opt-in list • Promote your other products/services. <p>It's also important to have a follow up plan in place. How will you connect with people who have downloaded your freebies? Have you created a system to collect their email addresses?</p> <p>Delivering your freebie by autoresponder is a good way to make sure you can email them future messages.</p>

<p>Technical Plans</p>	<p>Now comes the technical side of things. How are you going to deliver your freebie? Will you simply have a download page on your website?</p> <p>Will you send it via autoresponder?</p> <p>Decide how you're going to deliver your freebie. Make sure download times are fast, otherwise you risk losing the prospect.</p> <p>Also, if you're creating a viral product then make sure it's easy to share.</p> <p>Don't forget, if you're collecting email addresses, to offer up your privacy policy and consider a double-opt in process so you're not considered SPAM.</p>
<p>Marketing Your Freebie Products</p>	<p>Marketing is an elemental aspect of any business online or off. Based on your business goals, create a marketing strategy that supports these goals and your new site.</p> <p>Common methods for marketing a freebie include:</p> <ul style="list-style-type: none"> • PPC • Social Networking • Content marketing/Article directories • Blogging • Advertisements • Email messages to your list <p>Make sure to integrate your freebie marketing message into your other current marketing tactics. For example, if you presently use a Facebook page to drive traffic to your website, use it also to promote your freebie.</p> <p>Take advantage of your resources!</p>
<p>Follow-Up</p>	<p>How will you follow up with people who have downloaded your freebie or purchased a product? Do you have a plan?</p> <p>Your subscribers & customers are your most valuable assets when it comes to making future profits. Create a plan to follow up with them so you maintain that front-of-mind awareness.</p>