

## How to Profit From Freebies - Checklist

- The goals I want to achieve through the use of freebies include increasing: (Check all that apply)
  - Traffic
  - Awareness
  - Credibility
  - Community/value
  - Profits
  - Other \_\_\_\_\_
  
- I plan to create the following freebies to achieve my goals:
  - Ebook(s)
  - Report(s)
  - Software
  - Video
  - Ecourse
  - Audio
  - Other \_\_\_\_\_
  
- My freebies will be created by way of:
  - I will create it myself
  - I will purchase and rebrand/repurpose PLR
  - I will outsource the freebie creation
  - I will partner with relevant businesses to create or use their freebies.
  
- I have a timeline for when my freebie will be created and ready for launch.
  
- My system for delivering the freebies include:
  - Autoresponder
  - Download page
  - Other \_\_\_\_\_

I have created a marketing plan for spreading the word about my freebie. Tactics I will use include: (Check all that apply)

- PPC
- Social Networking
- Content marketing/Article directories
- Blogging
- Advertisements
- Email marketing
- Other\_\_\_\_\_

I have a plan for following up with people who take advantage of my freebies. This will allow me to continue to build a relationship with them.

My freebies include links to my: (Check all that apply)

- Sales page
- Affiliate products
- Squeeze page
- Home page/Contact information
- Special Offer page
- Other\_\_\_\_\_