

20 UP MARKETING

The 2013 “20 Up”
Marketing Course
Workbook

**Step Four BONUS Session:
Your Freebie Offer / IFO**

www.fashionbrainacademy.com

Your Freebie Offer

Before you start. List here how many people you currently have on your email list.

Next year at this time, how many people do you want to have?

How often do you currently email your list?

What do you usually say in those emails? *For example, sale going on, announcing new products, educational content...*

What a freebie offer really is:

What people are really thinking

Reasons to have a Freebie Offer

Do the math – when you convert more people you make more money. Take a minute to run some numbers using YOUR numbers here. The # of people on your list, your average pricepoint, your conversion %, etc.

What should YOUR Freebie Offer be?

In Step Three you started listing what people continually ask you about, Write their common questions here:

1.

2.

3.

4.

5.

Where to put Your Freebie Offer

Remember, what the video teaches you is a GUIDELINE, not a rule. If your IFO is in a different location than the b=video suggests, don't panic. The video explains the ideal spot, not the ONLY good spot.

Examples of Freebie Offers

Not mentioned on the video but worth checking out is Jane's Inner Circle client, Erika Neumayer. She has a quiz that is converting VERY well. In the year since she started working with Jane on her marketing Strategy, her online sales have increased 142%.

Check out Erika's quiz here: <http://erikaneumayer.com/>

Driving people to your site and your opt-In

Wording for Your Freebie Offer

DISCLAIMER: This video goes deep into an education-based freebie offer. Remember, these are guidelines, not rules. If you feel it's best to try a coupon as your opt-in offer, then go for it. Every brand is different and there are times when "Take 15% off your first order" is appropriate.



And if you're thinking...

Jane, You're making my head hurt!! OK, for some of you this will be overwhelming. If writing a freebie Guide or Quiz is just out of the realm of what you feel you can get accomplished right now, you can start with the discount and test the education based Opt-in a few months.

Topic ideas for YOUR Freebie Offer:

- 1.
- 2.
- 3.
- 4.
- 5.

How to deliver your Freebie Offer to people who sign up

Think about what format yours will be – JPEG, video, quiz, infographic?

The Process:

1. They sign up
2. The Thank You URL gives them the link to the Freebie Content
3. They also get an Auto-responder email (set up through Constant Contact or Mail Chimp) with a link to the Freebie Content
4. They get another email from you 2 – 3 days later to follow up and stay top of mind

Your assignment:

Decide on your Freebie Offer

Write the bullet points of what you will do

Write the wording for the offer, the Thank You page wording, and the Auto-Responder email copy

Write the 2 – 3 day follow up email

Get HELP setting it all this up. Yes, you can do it yourself with help from Constant Contact, Mail Chimp, etc. But is this the best use of your time? A web designer or assistant who is tech savvy can help you do the back-end parts of this project and use YOUR time coming up with the content.

And don't say you "have no money" to pay for help!! Use Fiverr (<http://fiverr.com/>) or Elance (<https://www.elance.com/>) to get help if you don't already have people in place to do some of these tasks. If you spend time on the technical side of your business you are not spending time on things that will MAKE YOU THE CASH to be able afford to pay these tech-y people and do the tasks you really enjoy.

Write notes about your Freebie Offer here:

Topic:

Title:

Bullet Points

1)

2)

3)

Why would someone want to get this Freebie? What's the benefit to their life?

Is this something they will SHARE freely and be excited to share with their friends and colleagues?