



# - HOW TO CREATE A - FREE OPT-IN OFFER

YOUR TARGET AUDIENCE WILL LOVE



**6-FIGURE BIZ**  
**ACADEMY**  
FOR NUTRITION PROFESSIONALS



If you want to create a strong online presence it's important to attract your target market by offering a Highly Compelling Free Opt-In Offer or gift (i.e. lead magnet).

### **Benefits of a Strategic Opt-In Gift**

- Establishes Trust, Goodwill and Expertise
- Demonstrates that you Care about your Audience and Understand their Needs
- Provides a Free Taste of your work so your audience can get to know you and your business
- Ideally, Generates Interest and Strategically Positions Your Reader to Take the Next Step with you

Ask yourself, “What’s The Biggest Thing My Clients Are Struggling With When They First Arrive Into My World?”

### **Qualities Of A Highly Compelling Lead Magnet**

- Needs to be Juicy - Solves a Single, Current and Top-Of-Mind Problem - and leaves them wanting more
- Highly Specific to your Ideal Client - Note that your lead magnet WILL NOT (and should not) appeal to everyone; the goal is to strategically attract the right people into your community
- Provides a Quick Win - ideally your opt in freebie should tell your audience how to do something and moves them about 20% closer to goal achievement
- Simple, Valuable and Easily Consumable - ideally takes 5 minutes to read
- Clear, Compelling, Positive, Result-Oriented Title - avoid fancy talk by using simple language that your target market understands, focused on the positive result that is likely to occur (not pain/struggle/mistakes, etc.), ideally include a specific number of steps (i.e. 7 steps to..., 5 Keys to...etc.)
- Needs To Strategically Align With Your Brand and Services by guiding your reader to the next step towards your paid service (is the first step in the “sales funnel”).
- Include Branding Elements such as your Website, Logo, Photograph, and



Name

- Share Your Personal Story (to illustrate why you care and why they should trust you)
- Has a Clear Call To Action - invite your reader to take the next step in their journey (most likely another free or low cost step). You'll want to clearly share the promise of your offer, the next step and educate them on how this will make their lives better.

**TIP:** Don't attempt to sell your top-tier program or service here! Instead make it an easy next step such as a applying for a strategy session, joining a Facebook group, etc.

## 10 Freebie Ideas

1. Online Quiz or Assessment - can help people to self-qualify or see that they need support
  - Example: Eating Cycle Assessment ([amihungry.com/eating-cycle-assessment/](http://amihungry.com/eating-cycle-assessment/))
  - Platforms - [viralquizbuilder.com](http://viralquizbuilder.com), [leadquizzes.com](http://leadquizzes.com)
2. Webinar - allows you to share valuable insights and tips and hear your voice (consider recording on ZOOM whereby they can also SEE you!)
3. Template, Workbook, Cheat Sheet, Tip List and Checklist - very simple and straightforward option so that your visitor knows exactly what they're signing up for
4. List of Favorite Tools or Resources - evokes curiosity
5. Free Consultation or strategy session
6. Infographic - provides a visual roadmap or blueprint to the desired destination
7. E-book or Guide - great option so long as you make it specific and outcome oriented
8. Email Course or Challenge - ideally less than 10 days in duration and provides "bite-sized" pieces over time (to not overwhelm)
9. "Printable" - make it specific to a problem or pain point you're trying to address



## 10. Video Series

### Free Taste Placement Options

- Opt-in box on Your Website
- Stand-Alone Opt-In Page (via Leadpages, Mailchimp, etc.)
  - Single Message (more likely to opt in versus getting distracted)
  - Simple Name & Email Address Request
  - Include 3-5 bullet points highlighting the features and benefits of your freebie

### Promoting Your Freebie

- Social Media (FB Lives, FB Groups, etc.)
- Add link to your freebie into the bio/profile area within social (instead of your website)
- Speaking Engagements (online, in-person)
- Grass Roots Sharing (ASK!)
- Networking Events
- Gift Giveaway Events
- At the bottom of your Blog Posts (“Have you scooped up your free x? Grab it here!”)
- Website via the opt-in box, or sidebar AND via a “pop-up” window
- “PS” in the signature field of your emails

### What's Next?

- Nurture your new tribe members by sending more valuable content, staying in touch and sharing your products and services! Examples include a nurturing email sequence and a newsletter.