

# Your Free Products

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# Your Free Products

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Let's talk more about what your free products will consist of. Once again, I cannot tell you specifically what to create that will really wow people. What I can do is help guide you through the process so you're sure to come up with a great idea no one else has ever thought of. This is very exciting and it will take your business to profitable new levels.

## **Now You Know the Model, Here's the "How"**

Now you know the model and the aim of what you should be doing. Next, we're going to go a little more in depth. This is the how of your marketing funnel, starting from a place of free. You are going to be setting up your free products, your paid products, your core products, your high-end products, and your coaching program, if that suits your business model.

There is no one-size-fits-all business model. All I can tell you is what has worked for me and what I believe will work best for the majority of people reading this. Always test and track new things. Stay on top of trends and don't be afraid to try new things that no one else has ever tried before. It's always a good thing to be different, to stir things up, and even to create some controversy. You want people to talk about what you have to offer and for it to really help them.

## **Creating Free Products**

It's really not that difficult to create free products. I don't mean for this to sound at all mysterious. You can literally type up a short report that is different from anything else on the market and have it out and ready today.

A product that really wow's people doesn't need to be long or incredibly comprehensive. It just needs to be different, creative, and really helpful. It has to fill a need that no one else is filling. As long as it fits that criteria, it could be a page long. Or it could be 200 pages long. It needs to be whatever it needs to be.

You can also record audios for your free products, or videos. Why not record a really helpful, entertaining, and innovative YouTube video and release it today? Do something—try something.

Some of the things that you release will really take off and others won't. Some will take off now and some will take off in the future. Your goal is to create awesome free products that you think have a solid chance of really helping people and being different.

From there, people will discover your marketing funnel through your free products. That's why it's important to have many of them out there. These will all act as feelers for you, growing your list and business over time in a hands-off way for you.

## **Create Two Versions: One Free and One Paid**

One suggestion I have for you is to create two versions of some of your products. This may not work for everyone, but it is something to consider. You can create one free version and one paid version. The paid version will be an upgrade of the free version. The free version will fulfill the promise you made and really help people. But the paid version will be there for people who are ready to upgrade.

It's one thing to get people to purchase related products, but you can get even higher conversions if you get people to upgrade the same product. That's because they are already in the flow of that product. They have already made a commitment to need it and have found that it's really helped them. Many people will go on to upgrade, especially if the

upgraded price is reasonable and offers clear value. Once again, consider the Spotify business model. The free version rocks, but the paid version is for true music fans.

You're not in the music business, most likely, but it's always a good idea to look at what businesses in other industries are doing to see how you might apply the same principles to your own business. In fact, this is one of the best ways to be innovative in your business. Your competition is probably only looking at what others in your niche are doing. If you look outside of the box, it will give your brain fodder to be even more creative.

## **Taking What You Have and Creating Something New**

Don't think you have to completely start from scratch. You can even take a look at what you already have and consider ways you can make it even better. What have you released in the past that people really responded to?

Can you update it or add to it? Then, you can release it for free. You have the social proof of those who had success with it before as well as the proof that it was worth a true monetary value.

There's never a need to reinvent the wheel. The way we are most creative is by connecting our own ideas with the ideas of others. Take what you already have and create something new so you can start releasing your free stable of products very quickly. You'll be amazed at what fresh eyes can do to an old product and how you can squeeze more of a solid reputation and a larger following out of work you've already done.

## **Things You Can Give Away Free**

So, what are some things you can give away for free? Evaluate what you currently have in your product base. Take a look at the great articles or blog posts you've released in the past that got a lot of attention. There

are no doubt ways to turn these great works into a free giveaway that will garner you a lot of attention.

You never know where lightning is going to strike. But you've no doubt had lightning strike with something you've done in the past. Use that as your starting point, if you're having trouble deciding what you'll be able to give away for free. And remember, you're not just going to have one thing available for free; you are really going to blow your market away by giving solid content away for free on a regular basis. You are going to monetize this free content with great upgrades and entry into your solid product funnel as well.

Put away thoughts of freebie seekers, because I know they might be creeping in again. If you make it clear that you are all about providing value, and you get people addicted to your content, both free and paid, you won't have any trouble with that at all.

## **What's Different?**

Is what you're offering for free really different from everything else on the market? If not, what can you do to make it different? Maybe you can make it accessible to more people. Or, perhaps you can investigate trending news, top selling physical products, or needs you see in relevant niche groups. There has to be something that is different about what you have to offer or it won't get any notice.

It's worth mentioning that the thing that's different could be *you*. What insight or special way of delivering the message do you have that others don't? Figure this out, and you'll have a much easier time. In fact, you should start to get really excited about this, because your competition has no idea what you are about to bring to the table.

## **What Will People Tell Their Friends About?**

Also consider what people will tell their friends about. You don't want people to just download your free content, lazily sign up for your list, and never do anything else about it. You want them to be so excited about what they just downloaded that they tell all of their friends. You want them to talk about it on forums, within their groups, on social media, and on their blogs.

Is the content or product you're giving away for free worthy of that kind of attention? Make sure it's different – even a little controversial. Make sure there's something about it that really gets people excited. Part of this is in building up their perception of the free content.

So often, when marketers give something away for free they are kind of lazy about the "promotion" of it. They think that just because it's for free they can slap up any kind of squeeze page. It's much better to have great sales copy that really pumps people up before they download--they will be even more excited to read it. Their expectations will be set up ahead of time, and you will really deliver. Get the excitement and buzz going from the very start, even before they get their hands on that free content. When you do, they will be prepared to tell their friends about it and the buzz will build from there.

## **What Is Your Competition Missing?**

I've said it time and time again – but you have to figure out what your competition is missing. You might be working alongside some very intelligent and strong competitors. It might be that you want to work *with* some of these competitors. You can often leverage the reach other people have, along with your own.

More often, though, you'll simply want to find the holes in their business. What do their customers and followers wish they were providing? Be the one to provide that and you could win their traffic. It's worth mentioning

again that many marketers scoff at giving anything away for free. To set yourself apart from your competition, it could be that all you need to do is follow the exact advice in this book, and start to build your business on the free business model.

## **What Does Your Customer Base Desperately Want?**

You have to consider what your customer base desperately wants. What is going to get them really excited? What are they missing out on? What would make their life easier? If you can figure that out, you will be a winner. Again, this means infiltrating your niche.

You don't want to just be another marketer; you want to be an active participant. It's only then that you will capture the nuances of exactly what they need and want. This is something very few of your competition are probably willing to do, so you can quickly outsmart them.

You should also be quick to offer solutions when you figure out that there is a need. Money truly does love speed. This is true when it comes to free products or paid products. If you can be first to market with high quality information, you can make a big splash without having to try that hard. Being first can define you in the minds of your niche as being the leader to go to when it's important.

### **Ask Them**

This is something else that your competition is likely forgetting to do. You might think you know your niche inside and out. Hopefully, you do because you've been studying them and you've become one of them.

Now it's time for you to ask them. Email the people in your niche and have them tell you their top three questions or concerns. You'll start to see some patterns that appear over and over again. You can even ask people about certain products that they've tried and have them tell you what they thought was missing from those products.

People love to feel part of the process. If they had a hand in asking you specific questions that allows you to research the problem in depth and come out with a very helpful solution, they'll feel ownership of that. They'll tell their friends, especially if you make it clear that they were a part of it.

People don't want to be marketed to. They want to develop a relationship with you. They want to share their concerns and they want you to help them solve those concerns. Simply ask them what they need and want and deliver it to them and you will do far better than most of your competitors.

### **Research Them**

You should spend some time regularly researching the people in your niche. Visit forums, groups, blogs, and other websites related to your niche. You've already investigated the top sites you should be paying attention to.

Don't expect that you can visit those just one time and call it a day. You should be visiting and researching these sites over and over again. Since your goal is to become one with your niche, this should be a fun part of the process. You don't want to miss anything, such as breaking trends or needs that have just surfaced. You also want to be able to look for patterns that appear, over and over.

If you research your niche and really get to know people, it shouldn't be hard at all for you to make great headway in your niche by giving people free content, getting them into your funnel, developing a great relationship, and earning fantastic money as a result.

### **Become Them**

All this is to say that you need to become them. Maybe you weren't initially like the people in your niche and didn't share their interests, beyond knowing it was a good opportunity. But, the very best marketers



are those who are passionate about the topic. Ideally, you should have more than a passing interest in what it is you're trying to sell.

You can't hope to make great strides in the niche if you don't spend a lot of time doing market research and personal, one-on-one research with those in your niche.

Become one of them by caring about them by becoming a true expert in the topic. Maybe when you were first starting out you didn't know as much. But, over time, you'll gain a lot of experience and you'll truly become the go-to expert in that niche. It's impossible not to when you really take the time to get to know the people you're marketing to. This will be a lot of fun to do when you start using the free method of marketing and have a solid product funnel set up that truly changes people's lives.



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