

Irresistible Free Offer Checklist

- I have identified exactly who I want to “sell” my irresistible free offer (lead magnet) to

- I have researched to ensure my niche is neither too big nor too small

- I have identified my broad mainstream niche:

- I have identified my narrower, specific sub-niche:

- I have ensured it is a “hot” niche with current, steady activity

- I have ascertained that there is buzz and chatter about this niche topics on the following social networks:

- Facebook

- Twitter



- LinkedIn
- Pinterest
- Google Plus
- YouTube
- I have checked to see if this niche or topic is represented on:
 - Google Plus Hangouts
 - Facebook Pages
 - Facebook Groups
 - LinkedIn Groups
 - Pinterest boards
 - YouTube
- I have checked to see if there are forums, directories or membership sites specifically regarding this topic
- I have checked online shopping sources such as Amazon.com and Magazines.com to see if this niche and/or topic is well-represented (but not overwhelmingly so)



- I have checked to ensure that:
 - My free offer topic is the best one for my target subscriber
 - She belongs to a paying and passionate market
 - It is the right product for this group
- I have conducted research in other arenas, including:
 - Social networks and forums (mini quizzes, polls, surveys)
 - My blog
 - I have joined or created a Facebook or LinkedIn Group (depending on my target market and where they like to gather)
- I have identified what I want the offer to do (up to 3 reasons: 1 primary, 2 secondary):
 1. _____
 2. _____
 3. _____
- I have asked myself the following questions:



- “Will the free offer I have in mind allow me to segue naturally into my paid offer (or into future paid offers)?”
- “Is this the absolute best type of offer for this particular type of subscriber? Is there something better?”
- “Have I paid attention to their budget? Learning style? Level of expertise in that niche?”
- “What is the Big Take-away for this group? What will make them say “that alone was worth the download!”?”
- “Will it leave them hungry for the next step? For more?”
- “Will it boost their confidence enough to make them feel ready for my next-step paid offer?”
- “Does it say what it has to – and no more?”
- My irresistible free offer shows my potential subscriber:
 - How much fun the [insert topic] can be
 - That she can do it!
 - That it is easy
 - That there is more to it than just that one aspect
- It contains one real gem of information near the beginning (if it is a written product)

- It leaves readers with a “teaser” of what they can expect from my paid product
- I have decided what type of offer is best for this particular potential subscriber:
 - Tip Sheet
 - Resource list
 - Template
 - Pattern
 - Recipe booklet
 - Recipe
 - “How-to” tutorial or video
 - Short Report
 - Mini eCourse
- I have suited my free offer to:
 - My target subscriber
 - My budget

- My skills
- My goals
- I have added unannounced gifts or bonuses to sweeten the download
 1. _____
 2. _____
- I have pre-promoted my irresistible free offer and start a buzz-ball rolling
- I have created:
 - Posts in my blog
 - Posts in forums
 - Posts in social networks
- I have created a hashtag and registered it at Hashtags.org
- I have asked others to share my links, posts and hashtag
- I have kept my offer simple, focused – and of the highest value I can create
- I am ready to build long-term, returning customers and promote my future products or packages with my irresistible FREE offer!

