

# Write Your List– Building Freebie Workshop

*Module 3 Action Plan  
& Get it Done Guide:  
Educate & Inspire*



## Step 2: Brainstorm your Problem-Solution-Problem formula

Begin with your essential first steps, which is the solution in your problem-solution-problem formula, to help you ID the initial problem. You can also use this formula to make sure this offer is going to work in your client-attraction goals.

Here's an example from a VA business to get the wheels turning:

Initial problem clients face: they're working too hard and not earning enough money.

Solution the freebie provides: shows them how to add \$2,000 to their bottom line each month, by freeing up 20 hours of their time each month, at \$100 an hour, to work with clients. Or at \$200 an hour, you'd only need 10 hours of time freed per month.

Problem readers are faced with now: How to figure out which tasks to let go of. And in this report, she explains the solution to that problem is in accepting a free consult with her to review the prospects' individual situation and identify tasks in their business that are taking up otherwise client-billable time.

Your turn:

Initial problem clients face: \_\_\_\_\_  
\_\_\_\_\_

Solution your freebie provides: \_\_\_\_\_  
\_\_\_\_\_

Problem readers are faced with now: \_\_\_\_\_  
\_\_\_\_\_

## Step 3: Outline Your Main Points

**Get it Done Step #1: Determine the 3-5 steps people would need to take in order to reach the solution promised in your freebie.** If you're promoting a program or product, these steps should match up with the modules/chapters within the program. And then you can give them an overview of each step, share why it's important, and provide 1-2 helpful tips they can use right away.

Example:

In one of my free reports, called **5 Ways to Turn Website Visitors Into Clients: Insider Secrets for Using Your Website to Build Your Newsletter List, Attract Paying Clients, and Grow Your Business**, here are the 5 steps I covered:

Step #1: Know What You Want Website Visitors to Do

Step #2: Make Them An Offer They Can't Refuse

Step #3: Show Them Why They Should Work With You

Step #4: Make a Connection With Your Ideal Clients

Step #5: Follow a Proven, Fill-in-the-Blanks System for Creating Compelling Website Copy that Converts More Visitors into Leads and Clients

**Write your main points here:**

**Step 1:** \_\_\_\_\_

\_\_\_\_\_

**Step 2:** \_\_\_\_\_

\_\_\_\_\_

**Step 3:** \_\_\_\_\_

\_\_\_\_\_

Step 4: \_\_\_\_\_

Step 5: \_\_\_\_\_

**Get it Done Step #2: Flesh out the main points.** Once you have your main points, you want to flesh them out in a way that doesn't "give away the farm" and end up overwhelming your readers. Here's a formula that will allow you to quickly fill in the blanks; you just answer each question for each of your main points, and voila! You've got your main body done.

Here are the questions you want to answer:

- 1) **What is the obstacle being overcome in this step?**
- 2) **Why is overcoming this obstacle important to their overall success?**
- 3) **What are 1-2 tips I can provide re: this obstacle to give readers immediate support?**
- 4) **Once they overcome this obstacle, what is possible for them?**

Here's an example from a recent training I provided, actually to promote this workshop:

**Bullet Point #3: Educate & Inspire**

1) **What is the obstacle being overcome in this step?** When putting together free gifts, there's a fine line between giving valuable information and giving away the farm.

2) **Why is overcoming this obstacle important to their overall success?** When you give too much, you not only run the risk of shutting out the clients' need to hire someone like you but, there's another risk you may not be thinking of. I used to think that trying to cram everything I knew about a subject into a free offer would show people that I really knew my stuff, and it was also partly my giving nature, but I found out later that too much info actually made the prospects feel overwhelmed. It's actually better to keep things in bite-sized chunks.

**3) What are 1-2 tips I can provide re: this obstacle to give readers immediate support?** What you want to do is focus on one specific challenge/solution, give 3-5 tidbits of helpful information, and then guide readers to a specific product/service for more help on that matter. This is also how you strategically position your freebie as a natural transition to your paid products/services. People get a taste of what you can do and are able to see that you know what you're talking about without feeling like they don't need your help to move forward.

**4) Once they overcome this obstacle, what is possible for them?** Once I structured my freebies in this way, leading readers to a specific solution, I started noticing more and more of my new subscribers were actually converting into paying clients. You can experience the same results in your business.

Go through and answer each question for each of your main points. Write your answers here:

**Main Point #1:** \_\_\_\_\_

1) What is the obstacle being overcome in this step? \_\_\_\_\_

\_\_\_\_\_

2) Why is overcoming this obstacle important to their overall success? \_\_\_\_\_

\_\_\_\_\_

3) What are 1-2 tips I can provide re: this obstacle to give readers immediate support?

\_\_\_\_\_

\_\_\_\_\_

4) Once they overcome this obstacle, what is possible for them? \_\_\_\_\_

\_\_\_\_\_

**Main Point #2:** \_\_\_\_\_

1) What is the obstacle being overcome in this step? \_\_\_\_\_

---

---

2) Why is overcoming this obstacle important to their overall success? \_\_\_\_\_

---

---

3) What are 1-2 tips I can provide re: this obstacle to give readers immediate support?

---

---

---

4) Once they overcome this obstacle, what is possible for them? \_\_\_\_\_

---

---

**Main Point #3:** \_\_\_\_\_

1) What is the obstacle being overcome in this step? \_\_\_\_\_

---

---

2) Why is overcoming this obstacle important to their overall success? \_\_\_\_\_

---

---

3) What are 1-2 tips I can provide re: this obstacle to give readers immediate support?

---

---

---

4) Once they overcome this obstacle, what is possible for them? \_\_\_\_\_

---

---

**Main Point #4:** \_\_\_\_\_

1) What is the obstacle being overcome in this step? \_\_\_\_\_

---

---

2) Why is overcoming this obstacle important to their overall success? \_\_\_\_\_

---

---

3) What are 1-2 tips I can provide re: this obstacle to give readers immediate support?

---

---

---

4) Once they overcome this obstacle, what is possible for them? \_\_\_\_\_

---

---



**Main Point #5:** \_\_\_\_\_

1) What is the obstacle being overcome in this step? \_\_\_\_\_

---

---

2) Why is overcoming this obstacle important to their overall success? \_\_\_\_\_

---

---

3) What are 1-2 tips I can provide re: this obstacle to give readers immediate support?

---

---

---

4) Once they overcome this obstacle, what is possible for them? \_\_\_\_\_

---

---

**Get it Done Step #3: Turn your main points into juicy bullet points.**

Once you have your main points all fleshed out, you can turn them into juicy bullet points to entice your ideal clients to download your freebie. The key is to position each bullet point in benefit format, so readers can immediately see what's in it for them.

For each main point, ask yourself, "What is one big benefit that can come from implementing this step?"

For example, taken from my *5 Ways to Turn Website Visitors into Clients* report mentioned previously:

### **Step #1: Know What You Want Website Visitors to Do**

*Main benefit:* Gain the clarity that makes it easy for website visitors to say "yes" to your offers.

### **Step #2: Make Them An Offer They Can't Refuse**

*Main benefit:* Get website visitors off the fence and into action, so that you're actually using your website to connect with interested prospects and paying clients.

### **Step #3: Show Them Why They Should Work With You**

*Main benefit:* Stand out from the crowd as a company who *gets* your target market...and can help them overcome their challenges and reach their goals.

### **Step #4: Make a Connection With Your Ideal Clients**

*Main benefit:* Make a personal connection online that not only increases the know, like, and trust factor but can also help potential clients feel more comfortable with hiring you.

### **Step #5: Follow a Proven, Fill-in-the-Blanks System for Creating Compelling Website Copy that Converts More Visitors into Leads and Clients**

*Main benefit:* Save time, headaches, and money by using our proven templates, resources and instructions rather than trying to figure out on your own how to use your website to convert visitors into leads and clients.

Each of these can be turned into bullet points for an opt-in page. Here's how it might look:

In this free report, discover how to:

- Gain the clarity that makes it easy for website visitors to say "yes" to your offers;
- Get website visitors off the fence and into action, so that you're actually using your website to connect with interested prospects and paying clients;
- Stand out from the crowd as a company who *gets* your target market...and can help them overcome their challenges and reach their goals;

- Make a personal connection online that not only increases the know, like, and trust factor but can also help potential clients feel more comfortable with hiring you; and
- Save time, headaches, and money by using our proven templates, resources and instructions rather than trying to figure out on your own how to use your website to convert visitors into leads and clients.

Your turn: Create your juicy bullet points below!

**Step #1:** \_\_\_\_\_

*Main benefit:* \_\_\_\_\_

\_\_\_\_\_

**Step #2:** \_\_\_\_\_

*Main benefit:* \_\_\_\_\_

\_\_\_\_\_

**Step #3:** \_\_\_\_\_

*Main benefit:* \_\_\_\_\_

\_\_\_\_\_

**Step #4:** \_\_\_\_\_

*Main benefit:* \_\_\_\_\_

\_\_\_\_\_

**Step #5:** \_\_\_\_\_

*Main benefit:* \_\_\_\_\_

\_\_\_\_\_

