

Write Your List– Building Freebie Workshop

*Module 5 Action Plan
& Get it Done Guide:
Grab Their Attention*

Step 2: Focus on the Transformation

What is the end result potential clients can expect after requesting your free offer? Will they walk away with 5 ideas to create a stronger plot for their novel? Will they be able to identify their dream job? Jot down your ideas here:

Step #3: Get specific

Laser in your topic to make sure it's as specific as possible. (Ie. 5 Website Mistakes that Cost Most Businesses \$1000s in Lost Profits Each Year, 7 Ways to Lose 5 Pounds Next Week) Cut the vague and give your title some teeth! Brainstorm your thoughts and write the winners here:

Step #4: Write Your Title!

Okay, time to settle on a title for your free offer! (Don't worry if you suffer from perfection paralysis, as I often have - this title isn't set in stone and can always be changed later if you find it's not working as well as you'd like or you come up with a better idea.)

What's the title of your free offer?
