

Make money now!

HOW TO CREATE A FREEBIE THAT CONVERTS



HOW TO CREATE A SUCCESSFUL,
PROFITABLE BUSINESS

BY JESSICA CHAN

Pinterest Marketing

How to create a freebie
that converts



by

JESSICA CHAN

<https://ebooks.vortechsltd.com/>





HEY THERE, FRIEND!

Hi!! I'm Jessica, and I'm so excited you're here!! I'm a Pinterest Strategist and Business Coach for purpose-driven entrepreneurs.

Back in 2018, I decided I needed to learn how to start my own biz and never looked back.

I went from earning \$20,000 in 2018 to over \$100,000 in 2020, all because of my online presence.

I went from having ZERO traffic to my blog to over 38,000 visitors every single month. I went from no one seeing my content to launching a little \$9 ebook that made \$1,000 the day it launched and crashed my site! Crazy, huh?

I did all of that in my fitness business...then I started teaching entrepreneurs how to get more leads and sales using Pinterest at the end of 2020.

2021, our first year in business we served over 1,600 students and earned over \$420,000 (that's still crazy to me).

<https://ebooks.vortechsltd.com/>

What's even cooler? Our students are CRUSHING IT while making a massive impact.

I adore coaching entrepreneurs just like you and am pumped to give you a step-by-step strategy to help you monetize your passion and live out your purpose



HOW TO CREATE A FREEBIE THAT CONVERTS

Pinterest is the beginning of what can be an amazing sales funnel...and it's going to start with your opt-in (otherwise known as a freemium, freebie, or lead magnet).

With my system, you are going to get massive traffic to your site with Pinterest. You want to capture those leads so they don't disappear off into the Internet! So we need a lead magnet, something that we can offer them for free in exchange for their email address.

Then, we will build the relationship and then market a program or product.



My system:

1) Get free traffic with Pinterest

2) Capture email

3) Build a relationship

4. Market a product/program

First, let's reverse engineer your strategy.

What do you ultimately want to sell on your blog?



What freemium/opt-in can you offer relating to what you sell?



What content can you write about that is related to your free content?

Here's an example of my fitness funnel. My goal was to sell my keto ebook and course, so my freebie was my free keto grocery list. The content I created was, of course, about keto.

MY FITNESS BLOG EXAMPLE

WHAT IS
THE KETO
DIET?



**FIT BACK INTO
YOUR SKINNY
JEANS!**

My FREE keto grocery list will show you exactly what I eat that helped me lose 80 pounds!

**Click Here For
FREE Instant Access!**



Here's an example of my Pinterest funnel. My goal was to sell my course, Pin with Purpose, so my freebie was my free Pinterest cheat sheet. The content on my blog is all about Pinterest.

10 Pinterest Hacks That Increased my Traffic by 34,000/Month

This free (and highly detailed) cheat sheet will give you 10 smart strategies to help you generate more leads and sales on autopilot with Pinterest!

First Name

E-mail

I WANT IT!

Privacy Policy: We hate spam and promise to keep your email address safe.

PIN WITH Purpose

Get Noticed, Attract Hot New Leads and Profit from Pinterest in 6 Weeks Flat!

<https://ebooks.vortechsltd.com/>

Here's an example of my Pinterest funnel. My goal was to sell my course, Pin with Purpose, so my freebie was my free Pinterest cheat sheet. The content on my blog is all about Pinterest.

Write out a list of possible problems or pain points that your target audience is facing:

Write out a list of possible solutions that you could provide to solve those pain points:



Think about what kind of freebie you will offer. You have a ton of options!

- PDF
- Video
- Checklist
- Spreadsheet
- Cheat sheet
- Calendar
- Coupon code
- Audio training
- Join private community
- Quiz
- Video series
- Webinar
- Repurposed blog content
- Content upgrade
- Calculation
- Waitlist for your offer
- Free trial
- Book sample
- Free eBook
- Free shipping
- Expert tips in an area
- 5 day challenge



Remember, the goals of the freebie are:

- 1) Give them a quick win.
- 2) Make it simple to digest and implement.
- 3) Wow! "I can't believe this is free! Her paid stuff must be awesome!"
- 4) Warms up the audience for future sales




Here are some examples of great opt-ins:


GET THE "ULTIMATE FACEBOOK GROUPS CHECKLIST"


Use these 7 stupid-simple steps to help you grow a wildly-popular Facebook group around your brand.

- ✓ **Step 1: Start the RIGHT Facebook Group** - Picking the wrong group would be a huge mistake! We'll make sure that doesn't happen.
- ✓ **Step 2: Setup Theme Days** - We use a handy little tool to automate theme days and increase our engagement, and we'll tell you what it is!
- ✓ **Step 3: How To Build Engagement** - Because what's the use in having a group if no one is talking and engaging in it?
- ✓ **Step 4: Grow Your Group** - These strategies helped us grow from ZERO to over 5,000 members in less than 6 months...organically! Seriously.
- ✓ **Step 5: Uncover Interests** - This is the first step in finding out what your members want and how you can help them through your paid offers.
- ✓ **PLUS 2 more steps we'll reveal inside the checklist! Ohhh! Cliffhanger!**



Amy 

amyoptins@gmail.com 

 **GET IT NOW!**

We're not going to spam you. Pinky promise!



Why this works:

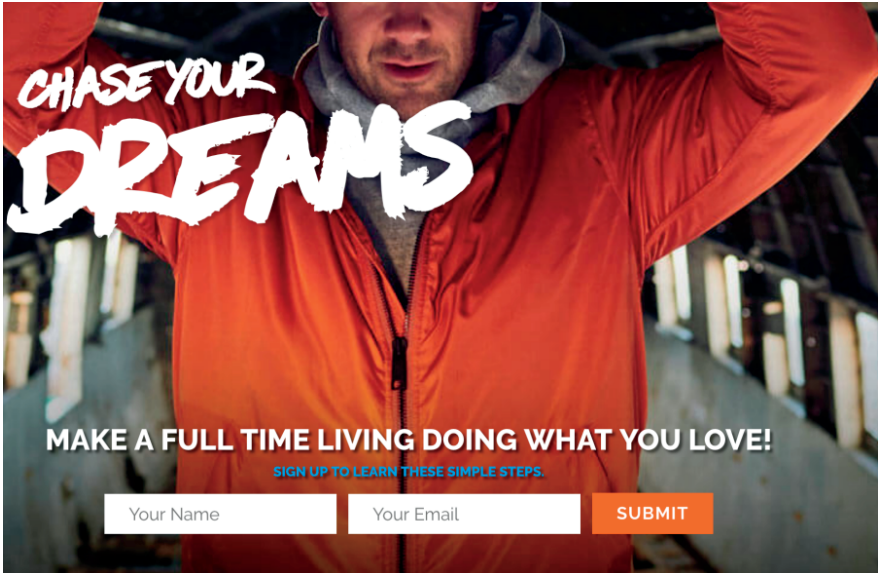
Checklists rock. This shows how I can grow a wildly-popular Facebook group...and who doesn't want that?

Each step is broken down so I know what I'm getting. Plus they left a cliffhanger...so I want to be sure I don't miss out on those!

The iPad mockup shows what's inside and the orange download button really stands out.



Another example:





Why this works:

This one is super simple and is in the 'hero' section of Lewis' blog (aka above the fold).

The call to action is simple: Make a full-time living doing what you love!

And if I want to learn the 5 simple steps, I'll def put my name and email to get the info.



Another example:

DOWNLOAD THE FREE GUIDE TO

Get More Clients

(Even If You're Just Starting Out)

YES PLEASE!



Why this works:

Another super simple example. If you're an entrepreneur building a business around getting private clients, you'll want the guide, right?

The button color stands out and has a fun call to action. Instead of saying something like 'subscribe', Meg says, 'YES PLEASE!'



How can you create your freebie? If you're making a PDF, eBook, or checklist, you can use:

- Word
- Pages
- Adobe InDesign
- Google Docs
- Canva.com
- Snappa.com

Basically, anything that allows you to save content as a PDF. If this is way over your head, outsource to someone on fiverr.com or Upwork.com.



After your freebie is created, you'll need to deliver it. You can:

- Upload the PDF to your blog
- Google Drive
- Dropbox

Just make sure you connect the email service provider to your freebie so it delivers automatically.



Speaking of email providers, you can check out some of my favorites below:

- Drip (Leadpages)
- AWeber
- MailChimp (free to start)
- Infusionsoft
- ConvertKit
- Constant Contact
- Get Response
- Active Campaign

And if you want an awesome opt-in form or pop-up box, my absolute fave resource is LeadPages, but here are some other good ones out there too.

- LeadPages
- Bloom plugin on WordPress
- SumoMe
- Magic Action Box
- Opt-in Monster

Just remember, your opt-in does not have to be a 30-page essay. It could be something as simple as a 1 page PDF that upgrades popular content you already have on your blog.

If you're feeling stuck, just poll your audience on what they are struggling with or what kind of content they would like to see from you, or google some of the pain points you're trying to solve and see what kind of things pop up! Maybe they'll inspire you.

Now it's time to take massive action!

(because you didn't just buy this book to read it....you're an action taker!)

- Create your first freebie this week!
- Get it DONE and start promoting!
- Add a freebie to your homepage on your website (LeadPages and LeadBoxes are my faves)



Learn, Master & Sell With **Pinterest**

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