

ART THERAPY RESOURCES



Free Offer Checklist

START AN EMAIL LIST

- Find an email service provider eg Mailchimp, Convertkit
- Set up your email list
- Create an email subscription box for readers to enter their email address on your website
- Place your email subscription box on various pages and blog posts on your website.

DECIDE YOUR FREE OFFER

- Know who your ideal client is
- Understand the common problems that your reader/client has
- Decide on the substance of your free offer - digital item, physical item, or your time (eg. consultation)
- Decide on the format of your free offer - pdf, audio, video, email series, phone call etc
- Decide on the type of free offer - worksheet, template, guidebook, handout, phone call, summary list, quiz, webinar, tutorial, discount offer, audio/video presentation, checklist, printable, challenge, etc
- Consider the complexity of your offer - 1-3 pages of content may be easily actionable by your reader.
- How long will it take you to create the free offer.
- Your offer should provide a result to give your reader confidence in your knowledge
- Your offer should establish you as trustworthy and knowledgeable in your field

CREATE YOUR FREE OFFER

- Write a draft of the content you wish to include in your free offer.
- Edit your draft to ensure your offer is simple to understand and actionable for your reader.
- Decide what software you will use to create your free offer.
- Your free offer should include details about your business so that your reader knows the source of the document and how to contact you in the future.
- Place your written content into the document and format it the way you want. Include written instructions on how to use your document if necessary.
- Save your document into a format suitable for your client to download.
- Upload your free offer document to your website
- Link your free offer document to your email subscription box
- Promote your free offer across your website, social media, direct advertising, etc.

For more details on how to create a free offer on your website, including an example, view the complete blog post using the link below:

BLOG POST LINK: <https://arttherapyresources.com.au/freebie-email-list>