

YOUR

FREEBIE

Angela Sundust & Josefine Wanner



- ✓ Email List Provider
- ✓ Create valuable Freebie
- ✓ Landing / Opt-in Page
- ✓ Write Confirmation Email
- ✓ Write Email Sequence 1-3 emails



*Who is Your
Audience, and
what do **THEY**
want?*

keep it SIMPLE



start with **THE END** in mind





eBOOK
GUIDE



CHECKLIST
CALENDAR



WORKBOOK
ACTION PLAN



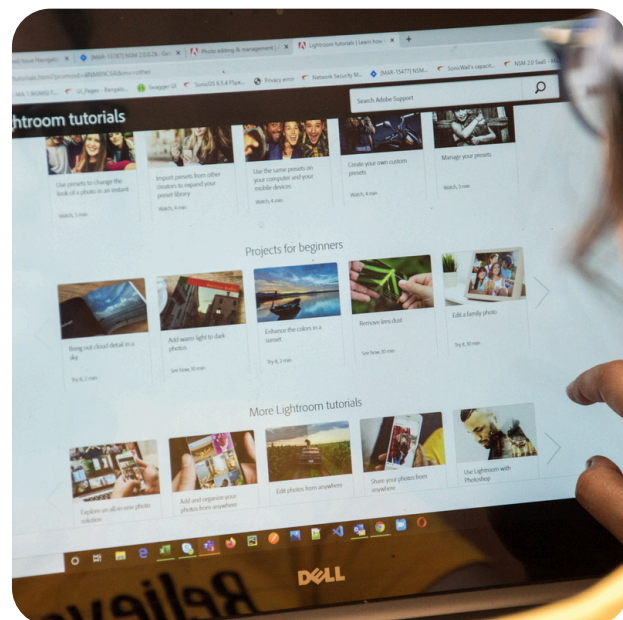
TEMPLATE
SWIPE FILES



INFOGRAPHIC
ROADMAP



QUIZ
ASSESSMENT



AUDIO, VIDEO,
EMAIL TUTORIALS



LIVE
LAUNCHES



TOOLKIT
RESOURCE
LIBRARY



...

Test it FIRST!


 **Josefine Wanner**
November 29, 2023 · 🌐

If I hosted a FREE training on how to use LinkedIn for your business, what would you want to know? 🖱️🖱️🖱️

[See insights](#) [Boost a post](#)

  You, Angela Sundust, Daniela Kronvall and 20 others 33 comments

📌 If I hosted a FREE training on how to use LinkedIn for your business, what would you want to know? 🖱️




 **Peter Reginella** (The Email Mechanic) · 1st
Award Winning Mechanic Turned Precision Email Marketing Strategist ...
3d · 🌐

Quick question???

If I was to hand you my entire play book on how to write subject lines that stand out in the inbox, build an undeniable relationship with your email list, and... pump out email copy quickly without even having to think about it... what would that look like to you?

Leave as long or as short of a reply as you like.

I appreciate and value your attention 🙏

   You and 28 others 81 comments · 1 repost

So many *(insert your avatar)* _____ have asked me about *(insert the problem that your freebie will solve)* _____.

And I've seen so many make the mistake of doing *(insert the mistake)* _____. And that makes me *(insert what you're thinking / feeling)* _____.

So I'm thinking of putting together a _____ for free that would help _____s like you, get _____.

Would this be of interest to you?

The Title

- 1 Speaks to the OUTCOME
So what? So that I can...
- 2 Specific - what exactly?
- 3 Who is it for?
- 4 Different - how can you differentiate compared to your peers?



The Headline

Discover how to XXXX so you can XXXX without XXXX
(something they don't want to do).

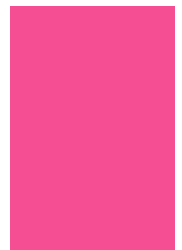
Finally, a proven way to XXXX without XXXX!

How a XXXX (specific avatar) was able to XXXX even though /
without / in just XXXX!

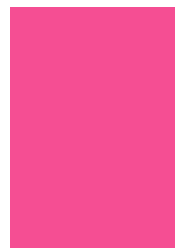
Places to share your Lead Magnet



YOUR HOMEPAGE



YOUR SOCIAL MEDIA



YOUR LINKTR.EE / LINKIN.BIO

YOUR HOMEPAGE



COPY



TOP BANNER



POP-UP



IN BLOG-POST

Social Media

- Instagram Stories
- FB Banner - add CTA and Link
- Reels / Shorts / Clips
- Posts
- Make sure links are updated
- Blog Posts
- LI Banner - add CTA
- LI Featured Section
- LI Services Section
- LI About Section
- LI Newsletters
- Your LI Experience Section
- Comment Section

A Couple of Things to Keep in Mind



Sharing the Link in the Comment Section



Oversharing will reduce your engagement



If you don't share, no-one will download / register for it!

Action Steps

- ✓ What could help your prospects get results fast? A quick win.
- ✓ What type of Freebie do you want to create?
- ✓ Create your TEST MESSAGE
- ✓ Share your TEST MESSAGE

