



BONUS Freebie: Promote It! The Top 10 Places

Hey, it's Samantha Hartley of Enlightened Marketing and the Magnetic Marketing Essentials Academy. In this bonus video, I'm going to talk about Promote It! The top 10 places to promote your freebie.

One of the best and most obvious, but rarely used, places is the back of your business card. This is unfortunately blurry iPhone photo of the back of my business card and you can see that it links to a place where interested people can sign up for a free webinar. This is one of our freebies. It's evergreen, going on all the time. And so any time of day or night, somebody who has my business card and is curious about that can go and sign up and it will put them on our mailing list.

The second great place to have your freebie is in your email signature. This is a really terrific place to put your freebie because imagine how many emails you send up each day and whether they're going out to interested prospects or just the people that you're doing business with on an ongoing basis, is a very subtle message and it's going to get them on your list. The way we make it look in this kind of special way is with an app called WiseStamp. It's free and you could probably use it with your email program. It interfaces with most programs.

The third place you obviously should be promoting your freebie is on your website, and there's a few specific ways to do this. The first one is with a squeeze page. A squeeze page means you don't want anything to happen here, there's no navigation, nothing else except for signing up for the free thing. So this whole page is dedicated to promoting, raising interest in and getting the sign-up for this particular freebie. That's a squeeze page.

The header of your website. This is our client, Anne Marie Clear of Clear Directions, and as part of the design of her website header, she actually has the sign-up for her freebie.

This is my coach, Carrie Wilkerson, The Barefoot Executive, and you can see in the right-hand sidebar you can download a chapter from her book. So the sidebar of your website, I would say on every single page you should have a place to sign up for your freebie.

The next place on your website is with a popover. I waited for years to put a popover on my website and I'm so sorry I did. No matter what anyone said or how effective they said it was I

just didn't want to do it and I resisted and resisted and I'm super sorry. These things convert like crazy. They don't have to be in the way. There's wonderful ways to make them appear after a little time has gone by, to make them show only once per visit, to make them show once ever so people don't see them over and over again. But this is a really great resource that can build your list quickly and, in this example, you can see it's promoting the "welcome gift" which is one of my preferred names for a freebie.

Next is Twitter. A great thing about Twitter is that people really like to see tips and then they're very active clickers, so you can post a tip from your freebie with a link to it and if people believe in the value of it enough, it will get re-tweeted. I wouldn't post the same tip all the time and I wouldn't always and only lead back to the sign-up for your freebie, but it is a good thing to intersperse among your other helpful tweets that you are sending out.

Next is your Facebook fan page. Within your fan page, you can set up a sign-up for your freebie. That's what you're looking at right now from our fan page. We've gotten literally hundreds of sign-ups and I'll tell you one of the reasons why is that we don't take anyone outside of Facebook within what they call the native program of Facebook so that nobody ever leaves Facebook. We invite them to sign up for our freebie. This compelling image and really simple text has worked great for us and they can do that all from within Facebook.

The sixth best way to get the word out about your freebie is through subscribers. Here are excerpts from three different email newsletters that I happen to have in my inbox. This one, again, is from Anne Marie of Clear Directions. "Please forward this e-zine to the women you love!" On the right is from the AWeber email newsletter. "Share this article" - You can share it on Facebook and Twitter. Also, "Did someone forward you this email? Subscribe here for more helpful email marketing tips." What's important about that is when you forward it, someone might read it but it isn't obvious to them always how they can get that email newsletter too or get the freebie as well.

In the bottom one, it's the same thing. "If someone forwarded you this email, you may subscribe at [URL - where they can subscribe]. As a thank you [so here's what's going to happen when you subscribe there], you'll get [this freebie] my article, The Paradox of Transformation - Good News About Your Bad News." So that's his freebie, and there's a little enticement to them to go and actually sign up to get their own copy of the e-zine.

A really great way to get the word out is through your friends, asking them to share your freebie with their friends or with others they believe could benefit from it. So just as we saw Anne Marie did share this with women in your life, you can ask your friends to pass along this freebie, send them to this opt-in page where they can sign up for your gift. Remember, friends love you, want to help you, want to see you succeed and you probably don't ask them to do

things like this very often, so ask them if they would mind sharing your freebie with their friends or their community.

The next thing is giveaways and giveaway events. If you ever get a chance to participate in these, it is a really great way to get your freebie in front of literally thousands of other people who can be a good fit for your services. Make sure you have a compelling gift and, if possible, try to get listed near the top of the page.

The next thing here is presentation or free teleseminars and webinars. If you get the chance to give a speech - I've talked about different things that you can use as your call-to-action and I don't prefer giving away something like a strategy session, what's a great thing to give away and have a call-to-action at the end of a speech or if you're a guest on a free teleseminar, someone has asked you to speak to their group - a great thing to do at the end as your call-to-action is your freebie. Give away your freebie.

When I was very new and had just created my first freebie, I actually contacted a lot of people and asked them to host me on a free teleseminar on which I could speak on my topic and that I would give away my freebie and that I would provide value to their audience, in exchange for being able to announce my freebie. It's really a win-win.

Finally, guest post an article. This is an email newsletter, an e-zine article that I contributed and you can see at the top of it there I am in the guest post, and then in the bottom of it you can see that there is a little call-to-action saying, go sign up to get on my free training. So this is someone who allowed me to put that in their e-zine and directed their subscribers to sign up for our event. That got us over 700 registrants.

I hope that has given you some great ideas for how to get started with this and good luck getting the word out about your free gift.