Make a Free Offer That Brings in Leads

THE BIG IDEA

A free offer is a complete fix for one narrow problem, given away to attract your ideal customer. People who pay with their time first are more likely to pay with their money later.

Part 1: Choose what to give away

Solve one small problem for one kind of customer.

01 **Pick one narrow problem for one customer.**
A great free offer makes your ideal customer think, "I want that," and puts off the wrong ones.

02 **Option A: Reveal a problem they didn't know they had.**
An inspection or audit works best for problems that get worse while they wait, like termites.

03 **Option B: Give a small taste.**
Limit it by amount, uses or time. One chiropractic adjustment shows relief.

04 **Option C: Give away step one of a process.**
A free coat of garage-door sealant is one of three coats. The rest is paid.

05 **Keep it close to what you sell.**
Free T-shirts get takers, but they don't lead to buying IT services.

Part 2: Make it work

Most free offers fail on the name, the effort or the quality.

01 **Name it so people say "I want that."**
Most people decide in the first five seconds. Test two names: ask 10 friends or customers "A or B?"

02 **Make it easy to use.**
Offer more than one way to take it. A free service only at 7 a.m. Mondays loses to a flexible one.

03 **Make it really good, with no fluff.**
People judge your paid work by your free work.

04 **Tell them the next step in plain words.**
Be clear, not clever. Say exactly what to do: call, book or apply.

05 **Give them a reason to act now.**
A deadline or a limited number creates action. Any reason beats no reason.

> "A person who pays with their time now is more likely to pay with their money later."
>
> Alex Hormozi

DO THIS WEEK

- ☐ Write the one problem your best customers have before they hire you.
- ☐ Pick option A, B or C and write your free offer in one sentence, with a plain name.
- ☐ Show two names to 10 people and ask which they would take. Use the winner.

Ask weekly: Would my ideal customer say "I want that" in five seconds?