



How to Share Your **Message**,
Your **Products** and
Your **Business** with the World!

Kristen White

SECRETS TO CREATE A FREE VIDEO GIVEAWAY/OPT-IN

Content Template for Free Opt-in/Video Giveaway

STEP 1

Identify your ideal client and their primary challenge or problem.

Example: *“Are you an author who struggles with marketing your book and attracting clients?”*

STEP 2

Briefly introduce yourself and share one to two sentences about why you are qualified as an expert on your topic.

STEP 3

Share a brief bullet list of what you’re going to cover and why it is important.

Example: *“You’re going to discover the fastest way to make yourself the celebrity expert in your field so customers are lining up to work with you.”*

STEP 4

Deliver your content using this formula:

- Describe the problem
- Describe why this is a problem
- Describe what happens when this problem is solved
- Share a tip on how to solve it

Repeat this formula for each of the 3-5 tips you are sharing.

STEP 5

Give your call to action.

Tip: *Make it specific, evergreen and include your phone number, email and a web page where your potential clients can contact you.*

Example: *Offer a free chapter or quiz. A part of your content.*

STEP 6

Thank them, repeat the call to action and you’re done!



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Three Steps to Easily Create Your Free Opt-in/Video Giveaway

1

Brainstorm a list of specific reasons that may keep your prospective client from taking action.

2

Make sure your bullet list of promised content addresses each of these objections.

3

Create 3-5 tips that are your main free giveaway content using one of the options below:

- Option 1: Use your Signature System
- Option 2: Choose one micro-problem your prospective client faces every day
Example: *How to attract 5 new clients in 30 days.*