



FROM FREE TO FEE: HOW TO START (OR SCALE UP) EARNING MONEY IN YOUR BUSINESS

PART 1

How to Use Free Products and Services to Start Earning Money

FREE = INFORMATION

OFFERING FREE CONTENT

- Helps you define your audience
- Builds your credibility.

OFFERING TOO MUCH FREE CONTENT

- Can cause you to undervalue your time and expertise.
- Can train your audience to expect everything for free.

COMMON FORMS OF FREE CONTENT

- Blog posts
- Lead magnet
- Welcome Sequence
- Weekly emails
- Facebook groups
- Podcasts
- Other: _____

Which form(s) of Free content do I offer right now? Why? What result(s) am I seeing?

Which form(s) of free content do I want to “spiff up”? Why? What result(s) do I hope to see?

Which form(s) of Free content do I want to add? Why? What result(s) do I hope to see?