

## 4 Giveaway Ideas

Now you know what is important about your giveaway but how can you fulfill on this idea?

### 1) Give Away a List of Tools you Use in Your Business



Leadpages which I use to create my capture pages and lead boxes and so much more has been in the business of developing capture pages and giveaways that work for about 5 years now.

Much to their surprise, their list of 5 Tools They Use in Making Videos always outdraws every other form of Giveaway that they offer; from 30 hour video courses to ebooks.

They are testers and they provide their test results to their clients so you get their split test results to help you create your own effective capture pages.

To help them understand this they even interviewed some of the people who downloaded it. Eventually they decided it was effective for at least 4 reasons

1. There is little info for people to have to process on the page;
2. People love to know the tools that successful people use as they seem to feel that if they use the same tools they too will be

successful. Think of the golfers you know who have the same Clubs that Tiger Woods used or Rory \_\_\_ or Jordan Speith.

3. It takes little time to consume and people are crazy busy, or so it seems. No one wants to take the time to really learn and implement, they like to “know” something as if the knowledge will make them successful.
4. It can convey a lot of information almost instantaneously. Very little scrolling is involved. We all know how important it is to have any Call to Action above the fold as people won't scroll.

## **2) Other Easily Consumed High Value Giveaways**

If you can't give away a List of Tools think of other things you can give away that are easily consumed and yet can have a huge impact, particularly a visual impact, as our eyes can consume mammoth amounts of info in a very short time. Some ideas:

- Infographics - people love them;
- Mindmaps;
- Cheat Sheets;
- Templates
- List of useful Apps

3. Content Upgrades – as people are consuming your content offer them an upgrade of that content + some examples could be

- Tips on how to utilize the content;
- Checklists

- A downloadable and printable pdf of the blog post
- Worksheets;
- A Resource Guide

Lead pages offers a product called Lead Boxes that allows you to add a box at the end of your article or within your article if you prefer that makes this Content upgrade easy and your readers will love you for it. It is so different from most optins as it puts you on the same side as the reader. They're reading and enjoying the content and you're offering to help them enjoy it more, so all you need their email for is because you want to deliver the promised upgrade to them.

This is quite distinct from a standard capture page which people know and recognize as a grab for their email address, so the game is to try and protect it and only give it up for something you just can't resist.

### **3. Create a Video Library or Wall**

Find or create some desirable video content that you know your tribe would love. Let them have access for FREE but if they want to download the videos and/or get a transcript of the video content (if you want to add extra value), then they must optin.

Alternate Plan: let them see 1 video and the titles of the rest which they must optin to access.



#### **4. Create a small course that will be delivered over 4 days**

Give them access to part 1 but require an optin for the last 3 segments. Once people have started and are enjoying your information they will want the next 3 segments and you have limited the amount of information to be provided precisely so their fear of no time and/or overwhelm doesn't get triggered.

With a small variation this can be used very effectively for coaches who want to sell people their program. Create 3-5 4 minute video lessons with the first 3-3 1/2 minutes or d each one devoted to the lesson and the last minute or less devoted to an offer of your program. No buy button should appear until the time your offer is being made so people can relax and enjoy your lesson. That way they are in a receptive state of mind when your offer appears.

Lead Pages has a template that facilitates this very well.

I hope this brief overview of the various ways you can create an effective giveaway will help you on your way to becoming a success in your business, dare I say a Millionaire.



I think Lead Pages are great and they are very helpful but it is not FREE. If you are interested please email me at [mksloane@msii.co](mailto:mksloane@msii.co) and say Interested in Lead Pages... it is not a commitment on your part it is just a request for more information, so feel free to contact me.

To Your Success

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