

***Shhh! it's a Secret!***

**5 SECRETS  
TO THE  
PERFECT  
GIVEAWAY**

**Mary Sloane**

**Giveaway Millionaire**



## 5 Secrets of the Perfect Giveaway

### SECRET #1

It should be Short... Consumable in 1 sitting.... A numbered list of some sort works perfectly.

### Secret #2

It must be **Highly** desired by your audience. This requires you to really know your ideal tribe member... your Avatar. Who exactly is it you are speaking to and in this area of their lives what precisely do they need?

### Secret #3

The giveaway Makes the audience feel empowered – when you are able to match exactly your giveaway to your audience’s needs they will get it! There will be this moment of “Wow! he or she is speaking to ME!” As all marketers know our audience is always tuned to one channel... WIIFM (What’s In It For Me)

## Secret #4

Demonstrates your authority in the subject – when you hit their pain right where it hurts the most and give them relief, they see you as an authority. How else could you know the answer to their deepest concern if you were not an authority on that subject?

## Secret #5

Leaves Them Wanting More – Your audience should have a feeling of “Thanks that was great.. What else have you got?”

## More?

I have sent to your inbox the next Bonus report where I outline some ideas for your giveaway.

I also make some suggestions for ways to really get to know your audience.

These are critical steps as this is what starts your funnel... where your audience begins their journey into a long lasting, profitable relationship for both of you.

You must always give immense value. What they get should always have much greater perceived value than what you are asking in terms of payment. But since in the real world we need money to live it is good to exchange the value of your knowledge for money. The Payee should also be getting

something of tangible value to them, something they could not easily get on their own.

**Win - Win** is the only way to play

To YOU as a Millionaire

Mary Sloane