

Freebie *Framework*

Exclusive Client Resource

HOW TO CREATE A HIGH-CONVERTING FREEBIE

Less hustle, more systems.

The Real *Goal*

Most freebies fail because they are overcomplicated and/or boring.
The goal of a freebie is not to solve every problem your client has.

The goal is to help them understand why they are stuck, show them what is possible, and position your solution as the logical next step.

Think of your freebie as a movie trailer, not the entire film.

By the end, your audience should have a clearer understanding of their problem, a few valuable insights, and enough confidence to take the next step.

Clarity beats complexity every time.

THE IDEAL FORMAT

The Right *Length*

Long enough to matter, short enough to finish

For most service providers, coaches, consultants, and experts, we recommend a single focused training.

$\frac{1}{2}$

20 to 30 minute training

Long enough to create real value. Short enough that people actually finish it.

The goal is not to overwhelm people. The goal is to keep them engaged the whole way through.

Anything longer and you lose attention. Anything shorter and you cannot build enough belief to earn the next step.

Call Out The *Problem*

Diagnose the cause, not the symptom

Start by showing your audience that you understand exactly what they are experiencing. This is not the time for your life story. It is about them.

List the most common frustrations, mistakes, bottlenecks, or symptoms they are living with right now. **The more specific you are, the more they pay attention.**

Common pain points to name

- Leads coming in inconsistently
- Spending too much time on manual tasks
- Posting content without seeing results
- Feeling overwhelmed by technology
- Having no clear customer journey

They should be thinking: that is exactly me

A Brief Personal *Story*

Build credibility and connection, fast

Now explain why you care about this topic. Keep it short. Share a moment, challenge, mistake, or realisation that led you to discover what you are about to teach.

The purpose of this section is not to impress people.

It is to build credibility and connection.

The three beats to hit

- What was life like before?
- What changed?
- What did you learn?

The Core *Training*

Where most people get it wrong

Do not try to teach everything. **Choose one** of the two paths.

A

Solve one small but painful problem

Givethemagenuinewin.Somethingtheycan implement immediately and feel the result of.

B

Reveal a framework

Show themthe steps. Explain the process. Do not go deep into implementation. This is exactly what the Lucky Method does. People do not need every detail. They need clarity.

Framework examples

- The 5 stages of a client acquisition system
- The 4 reasons websites do not convert
- The 3 biggest mistakes with automation
- The 6 elements of a high convertingoffer

The goal is understanding, not mastery.

Case Study or *Proof*

Show what happens when the framework is applied

You have just spent 20 minutes helping someone. Simply explain what the next step looks like. No pressure, no pitch energy. Just the natural invitation.

Proof can look like

- A client story
- A case study
- A before and after
- A measurable result
- A lesson learned

People buy outcomes, not statistics

The Next *Step*

This is where most people get awkward, so do not

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Invitation lines that work

“If you would like help applying this to your own business, book a Scale Audit.”

“If you would like us to build this for you, here is how we can help.”

“If you would like personalised feedback, here is where to start.”

Keep it simple. Keep it natural.

SUMMARY OF THE SEQUENCE

The Freebie *Formula*

01

Pain points

Name what they are living with right now.

02

Personal story

Earn trust in a few honest sentences.

03

Framework

Give clarity, not the full implementation.

04

Proof

Show the transformation in action.

05

Invitation

Offer the natural next step.

No 87 slide presentation. No information overload. No trying to prove how smart you are. The goal is to help them understand the problem, believe in the solution, and want help implementing it.

That is what turns a freebie into a client generating asset