

How to Customize Your Free Gift, So You Stand Out & Attract Ideal Clients

What makes a “good” free gift?

A good free gift is one that will effectively build a list of ideal clients.

Your free gift should:

- Address your audience's main pain point or goal.
- Be specific (not “10 Steps to be Healthier”). The more specific the better.
- Share information they don't already know (or in a new way), so your audience has an “aha” moment. This will build your credibility.
- Share information that is easy for your audience to implement and doesn't overwhelm them with information.
- Look professional.

3 ways you can use the free gift we've written and designed for you:

1. **If weight loss is the primary pain point** for your audience, use “5 Foods to Help You Lose Weight Naturally” and make simple edits.
 - Add your name and contact info to the cover and the footer
 - Add your name to the “note” and customize the text.
 - Link to your online calendar
 - Read through the document and make sure that the content resonates for you. You can edit text, add your own tips, swap out one of the foods for something else, and adjust the recipe at the end.

- Customize the text on the last 2 pages that include an invitation to a session with you and your bio.
2. **If your audience has a different pain point**, change the title and tweak the content. (Example pain points/goals: fatigue, depression, cravings, arthritis, balance hormones.)
- On the cover edit the title to reflect the main pain point, such as “ 5 Foods to Help You Balance Your Hormones.”
 - If you’re changing the area of focus, but keeping the same foods, you can just go into the text that’s written about each food and change the focus - so that you’re explaining why each food helps with the pain point you’re addressing (vs. weight loss).
 - If you want to include different foods, you can remove the graphic on the cover page and replace with a different photo.
 - On the inside pages you can simple replace any of the foods and add different photos.
3. **If you don’t want your free gift to be about 5 foods**, you can simply use this as a model for your free gift.
- Modify the cover to include a different photo and title.
 - Use the “note from” section as a template
 - Remove the pages about the 5 foods and replace with your content. (You can use any of the graphics .)
 - Use the format of the last 2 pages as a template.