

FREEDIE



CHEAT SHEET



A wealth of ideas to inspire valuable giveaways you may offer your audience.

FREEBIE



CHEAT SHEET



Want to know the best way to entice someone to join your email list? Offer a high-value, relentlessly helpful or entertaining freebie. (Also called lead magnets.)

These giveaways provide excellent opportunities to nurture your relationship with your audience and move people down the path from mere online acquaintance to true fan. Make things easy on yourself with digital freebies that don't cost a thing and may be instantly delivered through tools such as [Mailchimp](#) or [LeadPages](#).

33 freebie ideas for authors

BOOK PROMOS

1. Sample book chapters
2. Entire free book
3. Short story
4. Workbook
5. Weekly journal template
6. Book club guide and activities
7. Audiobook
8. Author reading samples

ONLINE EVENTS

9. Webinar
10. Live Q&A session
11. Google hangout
12. Mastermind session
13. Ask Me Anything
14. Peer interview
15. Behind the scenes tour

PDF RESOURCES

16. Checklists
17. Guides
18. Reports or white papers
19. Survey results
20. 10 hacks to ____
21. Cheat sheets
22. Mini-books
23. Slide decks
24. Worksheets
25. Tool kits and resource lists
26. Swipe files
27. How to ____
28. Fast start guide

OTHER MEDIA

29. Weekly inspiration / tip email
30. Video or email course
31. Quiz
32. Coupon code / Discount
33. Private forum / Facebook group

FREEBIE

★ ★ ★ ★ ★ ★ ★ ★
CHEAT SHEET
★ ★ ★ ★ ★ ★ ★ ★

But wait... there's more!
Now that you know what you're going to give away, here are more tips on making them great and getting them out in to the world.

Get your freebie out into the world!

IMPORTANT:

If you simply post your freebie on a blog page or link to direct download, it's not doing it's job. You need to collect an email address first! Here's some tools to help.

Tech Tools



- Mailchimp
- OptinMonster
- LeadPages
- ConvertKit
- Rafflecopter
- Thrive Leads
- Signup Genius
- Justuno
- Pagemodo
- Woobox

- ★ Blog post
- ★ Website pop-up
- ★ Link in email signature
- ★ Promo bar on website
- ★ Blog sidebar widget
- ★ Posts on social media
- ★ Blast email
- ★ LinkedIn blog
- ★ Medium.com article
- ★ Feature on homepage
- ★ Landing page
- ★ Facebook / Google ads
- ★ Link in your bio



BEST PRACTICES

- Make it easy to get and easy to consume.
- Provide real value. Don't be afraid of "giving the good stuff away".
- ASK your audience what they want. Send out or post a survey asking people about their current challenges.
- The more specific your freebie is, the MORE people it will attract.
- Make it look good. Hire a designer if you can't do it yourself. (Or try Canva.)



Special note for fiction authors

You can come up with compelling freebies even if you aren't publishing instructional or non-fiction materials. Here are some examples:

- YA Author:** Top 20 coming of age books to read before you turn 18.
- Historical Fiction:** Literary points of interest map from where your story takes place.
- Memoir:** 10 journal prompts to start writing your own story.
- Romance:** 10 tips for staying close when your love lives far, far away.

