

# Playsheet *to Determine Your Gift*

Nowadays visitors to websites will not opt-in just to receive a newsletter, or other promotions from you. They have a problem or a need and they are checking you out to see if you can help them.

Here are 5 steps to create an offer that is irresistible to your prospects.

## 1 Choose a Topic

First, determine the overall topic that you want to address in your opt-in gift. You need a gateway to draw in prospects by offering a solution to a small problem they have, which is part of the bigger problem they have.

What will your topic be? \_\_\_\_\_

\_\_\_\_\_

## 2 Decide what your gift will lead to

At the end of your report, audio, ebook, what do you want them to do; i.e., book a conversation, subscribe to your newsletter/list, purchase your entry-level product?

What will be your ending call to action? \_\_\_\_\_

\_\_\_\_\_

## 3 Decide what form your gift will be

An opt-in gift can take many forms. Here are some examples: • Special report or ebook • Audio or audio series • Video or video series • Ecourse email series • Teleclass or teleseminar • Webinar • Podcast • Checklist • Trial membership • Physical CD • Chapter from your book

What form will your opt-in gift be? \_\_\_\_\_

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## 4 Create Your Content

Next, flesh in the content you want to share. You may want to make an outline first of the points you will be covering.

Outline your content below.

## 5 Write the copy for your opt-in gift

You will need a catchy title that describes what your content is about, such as the problem it solves. Sometimes a sub-title is appropriate. You'll also need some bullet points detailing the benefits your prospect will receive from obtaining your gift. You can use both of these on your landing page and thank-you page.

Gift title: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## Bullet Points

1)

2)

3)

4)

5)

It is now the industry standard to give away not just a newsletter, but a gift, since most would-be subscribers are no longer interested in giving out their email just to get a newsletter.

Give away something that is relevant and valuable to your prospects that shows your value. Then they can get a feel for what it would be like to do business with you.



To get more tips and resources for coaches, go to [www.iaplifecoaches.org/toolkit](http://www.iaplifecoaches.org/toolkit)  
You will get the IAPLC "Life Coach Business Toolkit" with 5 valuable tools to support your coaching business.