

SHOWCASE YOUR EXPERTISE WITH A POWERFUL OPT IN GIFT

A SIMPLE RESOURCE FOR HEART-CENTERED, CREATIVE,
NON-TECHIE ENTREPRENEURS

PRESENTED BY

KIM TURCOTTE
OF

S  **U** PURPOSE
BUSINESS
SOLUTIONS

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Published by Soul Purpose Business Solutions

328 Blackstone Street, Blackstone, Massachusetts 01504

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Learn more about Kim and her work at:

www.SoulPurposeBusinessSolutions.com/about



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SHOWCASE YOUR EXPERTISE WITH POWERFUL FREE GIFT

Tip #1: What To Offer As Your Free Gift

Always offer a free gift that is in perfect alignment with the problems you solve for your clients. It should showcase your expertise, create some form of transformative experience for them and it should be a lead into one of your paid products or services. And of course, you should always speak to your clients in your own voice, so they can get a feel for working with you.

Tip #2: How Much To Offer In Your Free Gift

You want to share enough information and give enough of your content so that you create a some sort of transformative experience for the person. You want them to be saying, “Oh My God! This is exactly what I need, and if she offers this in her free gift, imagine what her paid stuff will do!”

Tip #3: Be Yourself When You Create Your Free Gift

It is super important to just be yourself when you write or record the content for your free gift. You want to make sure that your personality shines through, just as much as the content creates a transformative experience. This will give the person a really good feel for what it might be like to work with you directly.

Tip #4: Creating a PDF as Your Free Gift

When offering a pdf in your free gift, be sure that you do the following:

1. Have the final content proofread to ensure grammatical and spelling errors are caught before your list sees it.
2. Use fonts, colors and images that are consistent with your brand so that you begin to create brand awareness.
3. Before you start your content, you should include a title page and an author page with an affiliate disclosure if you need one. Also, be sure to add your bio at the end of your content. (you can copy my format from this report)



Tip #5: Creating an Audio as Your Free Gift

1. Get yourself a decent microphone to record with, you can find several for under \$50 on Amazon.
2. Make sure that you are recording in a quiet area and that you eliminate any background noises. If you have pets or kids, do your best to record when they are sleeping or out of the house so that you minimize any interruptions.
3. If you do experience interruptions or need to edit your audio, you can download a free editing tool called Audacity, it is compatible with a PC or a Mac.
LINK: <http://audacity.sourceforge.net>
4. Include an Intro and an Outro in your audio.
 - a. Intro should include your name, business name and a brief overview of what they will be learning.
 - b. Outro should thank them for listening and include your name, business name, provide them with a next step or call to action, such as scheduling a discovery session or emailing you with a question and, if you have another audio to follow, you want to let them know what they can expect in the next audio.

Tip #6: Creating a Video as Your Free Gift

1. Get yourself a decent web camera or use your iPhone for the best possible quality when recording. I use either my iPhone or a Logitech 920C Webcam.
LINK: <http://amzn.to/2kDuCWo>
2. Make sure that you have good lighting and that you are speaking clearly and loud enough for the microphone on your phone or camera to easily pick your voice up.
3. Be aware of your surroundings and what is in back of you when you are filming. Remember, everything that is included in your free gift is a first impression of you to the person viewing it, so you want to make sure that your area is neat and clutter free.
4. And just like with the audios, you should include an Intro and an Outro.
5. I use Camtasia to edit my videos, but you can use iMovie or any other video editing software to accomplish the same outcome.



ABOUT THE AUTHOR

Kim Turcotte
Business Systems Expert, WordPress Website Creator and
Techie Translator to creative, passion driven business
women!

Kim Turcotte supports you, the soul-inspired, passion-driven female entrepreneur, through the process of building a strong foundation for your online business that is in complete alignment with your authentic self and the core mission of service you were born to share with the world.



One of Kim's unique gifts is her ability to honor your creative, feminine spirit by taking your flowing, creative ideas and helping you to give them structure in a way that feels good to you. Once you can see the structure start to take shape, Kim will guide you through making the right technology choices for your business. Enabling you to build strong online presence, attract and care for your perfect, paying clients, doing work you love.

No more notebooks full of ideas that go nowhere! And no more getting mired down because you feel unsure about the different technologies available to online business owners!

Kim's holistic approach, passion for technology and 20+ years of experience as an operations manager and systems expert provide you with the foundational knowledge, growth strategies, and simple step by step instructions you need to build a powerful online presence that serves both you and your clients.

Kim has designed Soul Purpose Business Solutions to serve as a one-stop shop for service-focused women like you, where she will support you through the creation of a solid online business strategy, then, support you through the implementation of that strategy in a way that nurtures and honors your creative spirit. No more getting stalled in the implementation phase!

Sharing your gifts with the world shouldn't be a struggle or a hardship, and with Kim's support and expertise it won't be!

As a teacher, speaker, best-selling author, and mentor, Kim reaches spirit-inspired women who run their own online businesses across the globe through online resources, virtual retreats, workshops, private mentoring programs and her upcoming podcast Grow Your Divine Business.

Learn more about Kim and the work she does by visiting her online at:
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