



How to Build an Online Audience Exercise: Create an Enticing Freemium

Instructions: Use the following questions to develop ideas for free premium content that people would gladly give their email address in order to receive.

Questions to Help Generate Ideas:

- What can I give away that will make people think, “Wow, I can’t believe I got this for free!”
- What could I write that helps answer a common problem in a counterintuitive or clever way?
- What have people clamored for, begged me to write, or hounded me about for answers?

Write down three ideas:

Freemium Idea 1: _____

Freemium Idea 2: _____

Freemium Idea 3: _____

Tips for Creativity:

- Pull out and repackage the best sections from your books or speeches (avoid sample chapters)
- Identify your most popular website articles or blog posts
- What have you written that made people say, “I’ve never heard that before”?

What If You Write Fiction?

- Put together samples from your various novels that encompass the most suspenseful parts of your stories; Package the samples as one collection.
- Offer an exclusive short story that is only available as your freemium

Freemium Formatting Details:

- Word count: 5,000 words or less
- File type: Save your material as a PDF file
- Create a graphic image for the front page that resembles a high-quality book cover
- Make sure the cover graphic looks good at a small size on website landing pages

Selling Features:

- Don’t forget to use your freemium to sell your products!
- Within your freemium content, promote related products and give purchase links to buy
- Add a special discount code to encourage purchases

Timing:

Change out your freemium with something new at least every 6 months in order to prevent audience apathy and maximize signup rates.