

# 30 Day List Building Bootcamp

## WORKBOOK WEEK #1: CREATE

### THE STEP-BY-STEP TO CREATING A SUPER HOT FREEBIE

#### STEP 1: KNOW YOUR FOUNDATION

**What offer or service are you focused on selling for the next 30-90 days?** Ideally you want your freebie to lead people into your paid work. If you aren't selling anything yet, you'll create whatever you feel is most helpful as a *first* step to someone about to work with you.

The offer/service I am focused on selling for the next 30-90 days is:

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Potential freebie ideas that lead into my paid offering:

- 1.
- 2.
- 3.

**Time to pick ONE thing!** The most awesome thing I can create that people would PAY for but I'll give for FREE is

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## STEP 2: PICK YOUR FORMAT & POSITIONING

**Think about how your client best consumes information.** If you work with new moms, a video series won't work as well as something they can listen to on the go. If you're targeting corporate ladies then something they can read at their desk would be perfect. What format is easiest for you to create and for your new subscriber to consume?

- PDF - you can create this in MS word, pages, canva or hire someone on fiverr.
- VIDEO - you can record your screen with quicktime, google hangouts or your lovely face with a smart phone or your computer's built-in camera.
- AUDIO - you can use freeconferencecallhd.com, soundcloud or voice memo feature on your smartphone.

\* I will show you in next weeks tech tutorial how to get your freebie online...for now just create the actual content.

**\*\*ROCK STAR POSITIONING:** EMAIL COURSE OR CHALLENGE! How can you take what you're creating and turn it into a challenge or e-course? This will add more depth to your lead magnet. If you have a 3 step guide to something you can probably turn it into a 3 day challenge and even add on a free call. \*\*You would simply need to drip the content over several days or weeks depending on length. You will do this in your list server by setting up emails to go out daily or weekly with action steps.

Freebie Boosters: You can add a FB group, a periscope series, a giveaway, interview other experts in your field, a live workshop or telecall to boost the buzz around your freebie.

Exercise I will use \_\_\_\_\_(software)\_\_\_\_ to create my \_\_\_\_ (freebie)\_\_\_\_ by \_\_\_\_ (date)\_\_\_\_\_  
*Example: I will use Canva to create my 3 page guide*

Write here: I will use \_\_\_\_\_ to create my \_\_\_\_\_ by \_\_\_\_\_.

\*\*Reminder: See how you can use your current freebie or create a new one and boost the value of it by turning it into a course or challenge.

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## STEP 3: HOW TO CREATE & GET IT DONE

**Time to get to work! I want you to think in terms of how to and baby steps when sitting down to create your freebie.** What steps will this person need to walk through to take ACTION and create a small win for themselves with what you've given them? Keep it simple. Even 3 to 5 to 7 baby steps.

1. Things I can teach or share with my audience:

How to \_\_\_\_\_

How to \_\_\_\_\_

How to \_\_\_\_\_

2. What is the end result or outcome they will have when they use my freebie?

3. What is the very first step they need to take to get started?

4. What are a few steps that happen in between. Can you break that down and explain it to them?

5. Set your timer for 25 minutes of undistracted work and create your freebie. (You may need to do 3 to 5 rounds to get your freebie finished). Good and done is better than perfect so get er' done this week. Schedule it in NOW to make it happen or better yet set a timer now and get started!

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## WEEK ONE: ACTION STEP CHECKLIST

Here's what you should have done by end of the week. Mark off each one when complete!

- Make sure you have all your tools ready for the bootcamp. Download the list >> [CLICK HERE](#)
- Watch week one coaching video (10 minutes)
- Complete week one workbook (15 minutes)
- Schedule daily pomodoro's for creating your freebie (25 minutes each)
- Complete the content for your freebie by next week Monday the latest.
- Share what you've created on social media and tag me to win digital goodies! (Everyone who does this will win so get your freebie out there...even if you just want feedback on it :))

Follow me and tag me to win digital goodies each week...

Twitter: [@carlamholden](#)

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Insta: [@herbusinessboutique](#)