This basis allows you to act in harmony with your environment and those most important in your life. You won’t ‘burn out’. You’ll seldom be bored. Life won’t get stale. In this respect choosing you is the best possible precursor to not only creating a meaningful life, but also taking the best care of your family and your circle of influence.

It’s the ultimate value creator. And value is the supreme metric. People will be drawn to you and what you offer. And they will gladly exchange money for it, enriching you AND them.

The divorce courts are full of people who thought they were choosing themselves. They thought they were following their own path and walking their truth. But they weren’t. All they did was buy into some canned conventional ‘dream’ without ever knowing who they are. These are the people who wake up one day, look at the husband or the wife, the kids, the house, the pressure, relentless financial obligations, college tuition, debt, the $800 Lexus payment and think, “I’m DONE.”

If you develop the mindset that you and you alone are responsible for carving out your place in the world, you can then focus on the idea that creating sincere value will open up all the doors you need.

And that’s when the money starts rolling in. Trust me, it will.

At every turn in my career and business evolution, I chose myself. I wasn’t even aware of it at the beginning. The reality is that the choices I made for myself were ultimately choices made for my family, my future, my way of life. The foundation of my entire empire rests on that very first choice: Me. I can tell you first hand, it WORKS. One of its greatest benefits has been the ability to guide other entrepreneurs in the proper direction.

Think you are ready to choose? Let’s get down to business.
Some of the best content is that which is simple yet effective. Consider the “Try this one easy thing” approach.

#2: Make It Useful

Your freebie must be something that your audience is craving. This is why market research is paramount. You must know who you are dealing with so you can properly engage them and improve their circumstance.

The best way to do this is a combination of market research and surveys. We’ve discussed this before but autoresponders are a great way to include surveys which will sniff our audience demand. Then you can create valuable content for both freebies and paid promotions.

Never forget the axiom about filling a need. If you can help something look better, feel better or make more money, you will be a friend for life. More on this later when we discuss the product funnel in detail.

#3: Make It Personal

You will notice that most well-known industry experts or marketers put a face with the content. By this I mean that you allow your audience to get to know you – what you look like as well as personal details that allow them to connect with you on a more intimate level.

The importance of this bond cannot be overstated. Adding personal details such as tidbits about your everyday life, preferences and goals can go a long way to building the bond.

Putting a face on your brand is one of the best ways to build it. List subscribers will come to recognize you and look for your value-added content.

#4: Empathize

No one likes to be ‘sold’ anything. High pressure sales gimmicks and over-the-top offers will not build the bond you are seeking for long-term success. Your audience needs to know that you understand their pain points.

Let your audience know that you are aware of how they are feeling or where they are on a specific journey. Perhaps you have been there yourself. Empathy is the ultimate connector. When your list sees you as ‘one of us’, your honest credibility will skyrocket.

#5: Social Proof

Although these tips are not in any specific order, social proof is probably the most important tool in your arsenal. It also makes perfect use of the freebie.
Testimonials from your audience are one of the best ways to build your brand and expand your influence. The Internet is filled with bogus offers, extreme promotions and unbelievable stories. Honest review and testimonials will set you apart and give you much needed credibility.

Testimonials and reviews should be specific and include detail about how someone was able to benefit or achieve a certain goal.

#6: Case Studies

Use case studies to as a method for building credibility and maximizing social proof.

Recently, I conducted several case studies for traffic-generating software using a small group of clients who had recently purchased the product.

This focus group provided specific details about how their businesses improved during the 2-week testing phase after they implemented the software. These results were then published in a newsletter.

If you do not conduct your own case studies, you might try publishing existing case studies in your industry or niche. It is one of the best ways to maximize the freebie.

#7: Engagement

The importance of proper engagement with your audience is crucial to your success. You must always answer questions and respond to comments promptly.

Be certain to add value with invested answers and sincere empathy. This is a great opportunity to teach, direct and encourage your audience.

If one of your list members is the catalyst for an interview, training segment or newsletter topic, be certain to include their name in the process. This builds loyalty and makes you accessible.

I work with one marketer who uses this tactic all the time. He does a weekly Q&A (question and answer) segment in a newsletter where he personally responds to a subscriber’s question. What a powerful tool! It builds credibility and social proof at the same time.

Be certain to factor engagement into your business. Allow for a certain amount of time each week to respond to questions and comments. Some of the most successful marketers and content providers I know have a policy that no question goes unanswered.

One of the most demoralizing things you can do to a member of your audience is ignore them. You would be surprised at how often this happens with Internet businesses.
I will show you exactly how to take consistent, month-by-month steps to improve conversions, get more and more traffic, and add products to your funnel.

Some of my students have used the exact same funnel you are about to learn to build million-dollar Internet businesses.

They didn’t have any special skills or expertise. Neither did I when I got started. Literally anyone can do this… even YOU.

So, I hope you’re excited and ready to take action!

Let’s learn all everything we need to know about a funnel…
The sales funnel model works in any niche market. Notice how the funnel addresses the concerns of the market interested in a specific type of product with a wide variety of solutions (in terms or price and extent), depending on how great the demand for a solution may be for any given customer. This is KEY!

This funnel, the proper sequence of widget products and service, accomplishes several tasks:

- It introduces your concept or idea of the widget FREE of charge – this will enable you to build your LIST.
- Keeps start-up costs low – you grow your funnel as your business grows.
- Next, as customers and potential customers become more acquainted with your business and perceive its value, the funnel will help build your BRAND.
- Your business will benefit from ‘Social Proof’ generated not only by your customers who have experience value, but also from your own branded success.
- Next, as customers move through the funnel, benefiting from the more advanced widget solutions provide, the funnel builds high lifetime value.

The Hyper-Responsive List Group

As your business expands, whether you are promoting your own products or affiliate products and services, there will be a select group of customers who will become your raving fans and love what you have to offer.