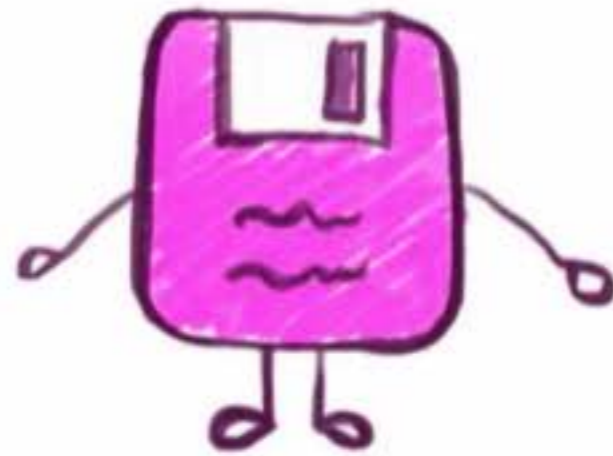


## Embody Your Sexy Geek

*Quick techie tips to  
Let your sexy  
Geek shine*



### **Be Easy Not Cheap:**

How to create easy, valuable freebies



By Katie Geddes

### **Why a Freebie?**

In the world of entrepreneurship, deciding how to work with free content is key. It's an opportunity to provide value, to connect with your audience and to experiment a little.



To put this subject in context a bit, I've heard it said that it often makes more sense to work for free than to work for a rate that is not commensurate with your value. This makes sense for a lot of reasons. When you work or provide something for free, you are the boss or if you're not actually the person in charge of the whole scenario, you will at least be most likely operating from a place of integrity because your reasons for doing or not doing the free thing generally stems from your real intent and wishes and not just because you're getting paid to do it.

When you offer your audience a freebie — which is common practice these days in exchange for people's e-mail addresses, which in turn offers you the opportunity to further engage with them and potentially turn them into a customer — it's a gracious move. You are saying basically, I'm giving you something of value and I hope it may serve you. Yes, you get their e-mail address but they are by law allowed to unsubscribe at any time so it's not a huge risk on their part.

By creating a valuable free offer, it's usual for people to feel that your paid offers must be that much more valuable. So you're positioning yourself in a good light.



You also allow people to get a taste for your style, your attitude, your way of doing things. With luck, many of those people will like what you're putting forth and you're on your way to deeper connections.

## Easy Does It

Many business owners struggle with what to create for a free opt-in offer (your website or landing page signup enticement). People take months to create something of value and sometimes indeed do but it can become like a full-time job and while free is valuable, you still need to earn a living.

Like so many things, balance is needed. You can't spend so much time creating your free offer that you've got none left to serve paying clients.



Here's the good news. It's been statistically shown, based on the number of people opting in, that simple resource lists and tip sheets are the most successful style of freebie.

You can create a successful simple freebie in one afternoon. You've already got the information that goes into it. You just need to organize it.



## What's Your Client Into?

Think about what information your clients are always asking you for. What do they want? Worry about? Wonder about? Dream of? Work towards? What do you know or provide that fulfills those wishes? Got something in mind? Make a list. Better yet, ask them. Ask your ideal clients what they want from you. Sometimes we forget that we can do that. They'll tell you what their questions and concerns are.

## Tips & Resources Lists

Examples of tips and resource list ideas or approaches are things like:

### For Yogis

If you're a yoga teacher, the 5 most common mistakes people make doing poses you thought you knew cold.

### For Musicians

If you're a musician or music teacher, 11 fantastic music resources. These could include sheet music stores (online and offline), supply places for strings and parts, rare instrument makers, repair resources and digging deeper into the kind of resource only a pro in a specific area needs but that if that's your client, they're going to love you for it.

### For Writers

The best thesaurus, the most often misspelled words, the longest words, writers who were rejected 100s of times before becoming famous. Fun and interesting.

### For Curious People

Fun statistics like the longest this or the shortest that and "did you know" types of compilations.

### For Foodies

Where to find unusual ingredients, how long different foods stay fresh, food pairings you never thought of that work great, 10 wines under \$20 and dishes they pair beautifully with - simple things that will stand out more than recipes.



## Your Unique Brilliance

Another fun thing about this simple but valuable sort of freebie is that you can share your uniqueness and your audience will love it. Your particular combination of loves and skills isn't like anybody else's. This is a nice chance to show that.

Do you love green ice cream? Who makes the best pistachio, mint chip and green tea ice cream bar none? Other green ice cream lovers will delight in your sharing and feel like they've found soulmates. And they kind of have.

## What About Yours?

What is it that you know that's easy for you to jot down that your clients would love to hear about? That makes a great freebie list. We're all inundated with things that demand our time. So short and valuable is smiled upon. The more involved undertaking will often be saved for a later day. And that later day may never come. Seize the day and seize your ideal clients with your captivating freebie.

Let me know what you create. I'd love to see it. I'll pick my three favorite examples and highlight them on my blog with a shout out to your biz. **Write me at [sexygeek@embodyart.org](mailto:sexygeek@embodyart.org).**

Lovin' Bytes,

*Katie Geddes*



Katie Geddes can be found geeking it up at [Embodyart.org](http://Embodyart.org), where she'll show you how to profit from your passion. Katie designs thriving businesses for spiritual entrepreneurs. E-mail Katie at [sexygeek@embodyart.org](mailto:sexygeek@embodyart.org) to say hi, ask a question, sing a song or apply for a FREE discovery session that's worth a friggin' fortune.

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