



"the free gift" workbook

a simple and often overlooked idea on
how to get your homepage visitors
rather excited to join your email list

by Tad Hargrave

www.marketingforhippies.com

In "The Free Gift" workbook you're going to:

- read about the seven most vital criteria of a good homepage gift
- learn the often overlooked peril of offering your clients a 'Free Email Newsletter'
- explore the five main format options of your free gift
- learn the two main kinds of content for your gift
- enjoy eleven bonus tips to make your free gift super clear, compelling and honest
- have fun fiddling with eight good 'Gift Name' starters for you
- be super clarified and inspired by twenty four real life examples of great homepage gifts
- and more things too!

How this workbook came about . . .

It happened like this.

In April of 2011, my dear friend and colleague Carrie Klassen of www.pinkelephantcommunications.com was coming to Edmonton for a week to visit her Opera singing husband.

And while she was in town – she led a little workshop called:

"How to Write a Homepage Your IDEAL client will ADORE
(a roll-up your sleeves workshop)"

Sadly, I wasn't able to attend (boooo!) and insisted on seeing the class notes so I wouldn't miss out on her brilliance. She emailed me the workbook and I was just stunned with the simple brilliance of it.

But it was missing something for me – the Free Gift!

It's become a staple of the modern homepage. "*Enter your email to get this free thing!*" I asked if I could write up a page or two on the subject to contribute to her workbook. She agreed this was a fine idea.

And I liked the idea too because I talk about it at most of my workshops and always felt like I was reinventing the wheel a bit, trying to remember the clever thing I said about it the last time and 'what was that example I used?'. I liked the idea of having a well thought out definitive guide to it.

As I reflect on it now . . . how strange I haven't already come across something on the subject.

I started pattering on it around 11pm and finally, at about 3am (realizing I'd have to cancel my morning appointment) I felt an immense satisfaction of having finished creating a nice little, bouncing baby 20 page workbook. Heavens.

This is more of a nuts and bolts thing than I tend to do but I'm pretty chuffed about it I must say.

I really hope this workbook is useful for you.

Warmest,

Tad

So . . . you've crafted a nice little website that you (and your ideal clients) will love.

Now what?

Well . . . you might want to offer a free gift in exchange for them joining your email list.

After all, you want to grow your email list, right?

What's the point in having a lot of traffic come to your website if they leave and never come back?

Offering your visitors a free gift can be the difference between people visiting your homepage, being utterly charmed and intending to come back (and then possibly never returning) and getting dozens of new subscribers to your email list every single week without you ever having to lift a finger – while you sleep.

I'd say there are . . .

Three Keys to Growing Your List via Your Website:

- 1) **Traffic.** You need to get people to your website before they can even have the opportunity to join your list. There are so many ways to do this but to name a few: get interviewed by experts in your field and invite them to join your list, public speaking, write articles that get seen and drive people to your site etc.
- 2) **Homepage.** You *must* have a homepage that grabs their attention and engages them and begins to build trust. This might be the homepage of your website or it might just be a stand alone 'squeeze page'. (psssst. If you skip to the second last page of this workbook you'll see a very cool resource by my friend Carrie on how to create a homepage that both you and your ideal clients will love).
- 3) **Opt in.** There a simple and compelling way for them to 'opt in' to your list. This is where so many websites fall down. People go to the page – they're delighted with what they find and . . . there's no way for them to join the list.

The three generations "Opt In" tools:

It seems to me that there's been a gradual evolution to having people 'opt in' to connecting with us. As far as I can see there have been three 'generations' of approach.

First generation – The Contact Page: When websites first came out – there were no email newsletters to speak of. It took a while for those to catch on. So most website relied on the 'contact us' page – hoping that visitors might decide to send them an email or call them. This was not very effective.

Second Generation – The Free Newsletter: Then people got an idea. People sign up for paper newsletters. Why not create an electronic version for our business and offer it to people who visit our website? And why not put it right on the home page. This worked much better. As people received regular contact from the business in the form of the newsletter, trust began to grow. But then . . .

Third Generation – The Free Gift: Soon everyone and their dog had a 'free newsletter' and inboxes everywhere were cluttered up. People were getting more email newsletters than they could keep up with. The day and age of the 'free newsletter' being compelling had come and gone. It wasn't that they'd entirely stopped working. But getting people to sign up for one was harder than before. Many people's days started with a ritual of them scanning through their emails and deleting most of them without even reading them. Harsh. Plus, the notion of pitching a 'free' newsletter began to seem strange given that it's not like anyone out there was really 'charging' for their newsletters.

Now, *your* newsletter might be different.

It might be really valuable and amazing – but I can tell you that just having a box saying, 'Enter your email here and get our free e-zine' is incredibly unappealing. They might sign up because they think *YOU* are appealing – but the offer itself is generic and dull.



If your homepage is the front door of your home – then the free gift is like the hot cup of tea you offer them when they come in from the cold, or the refreshing mint julip that cools them from the summer heat.

It's a taste of hospitality.

It says, *'Whether or not you ever hire me, I care about you and I want you to get some help right away.'*

Why do businesses offer free samples to their clients?

It's a great way to start a conversation. It starts to build trust. If they like the small free thing – they're likely to want to try a little more next time. It helps you grow your list. As your list grows you reach more people, sell more products, more people want to hire you, come to your workshops or frequent your business. It helps people while you sleep and you might just get some very nice emails from people thanking you.

If you ran an icecream shop, the storefront would be your home page and a free pink spoon of icecream would be your gift.



If you owned a bakery, your sign and the incredible smell wafting out as you walk past would be like the homepage – and the free samples of buns would be the free gift. But . . . this isn't a storefront. It's on the internet. So let's look at . . .

Seven criteria of a good homepage gift:

1. **It's a valuable, actionable sample.** It's not a whole meal. It's just something to help them see if they like the taste of what you're offering. We're talking relatively small in size. And you want to think of it more as a 'how to' guide than an academic, PhD treatise on the subject. This should help them take some initial steps to solve some urgent problem they're aware they've got. It should help provide immediate relief.
2. **It should be 'hot'.** Your ideal client should read the description of the gift and say, 'Wow. I want that. That looks amazing.' It should be a super compelling thing they want. In order to be compelling it's got to be lasered in on solving a problem that your website visitors *know* they have and that they *urgently* want a solution to. For example, 'migraines' are an urgent problem; 'congested liver' (while it might be the root) is not a problem most people are aware they have.
3. **It should take none of your time.** It should be automated to happen on its own while you sleep. Once this is set up you shouldn't need to think about it anymore.
4. **It should be totally free and risk free for them.** The great thing about it being an electronic download or video is that they don't have to spend the time or take the risk to go to a live intro workshop (that might be terrible) or get on the phone or meet live with someone (who might be pushy or desperate).

5. **It automatically adds them to your email list.** So many entrepreneurs talk about 'getting their name out there'. But it's far more powerful to get their name 'in here' (as in 'on your email list'). If they don't opt into your email list, subscribe to your blog or your facebook page or something – it's like they were never there. So many homepages get good enough traffic – but there's no simple 'next step' to take. This free gift gives them that next step.
6. **It should position the next steps with you.** The free gift should make it more likely that they do business with you in the future. It should introduce your core business.
7. **It should position you as an expert.** I've seen some free ebooks that are super lame. They incredibly basic. As I read it I thought, 'man . . . anyone could have written this.' You don't want your free gift to get that kind of response. The response it should be getting is, 'Wow. This person has something to teach me.' So ask yourself, what are the tips you share that get the best responses from people? What simple suggestions do you give that have them sit up with hope in their eyes and excitement in their minds? What are your magic bullets that work so incredibly well? And what's the context you share about these problems they're experiencing that has their eyes open wide and say, 'I had no idea!'. With the migraine example above, if you could say, 'there are three hidden causes of migraines that doctors don't even know about' you would have their attention – and their respect. But again – in this Free Gift – we don't want to dwell on the academia – we want to focus on the actionable steps they can take to start solving their pressing problems.

A bit more about 'positioning the next steps' . . .

They're coming to you because they're somewhere on their journey from Island A (where they have some pressing problem) to Island B (where the results they want are).

Your free gift can't (and won't) get them to Island B. But what it can do is help them make some progress on the journey. And, more importantly it can help them understand the fuller scope of what it means to get ready for that journey.

It can help them understand what to pack, it can show them the full map of the journey (even if your gift focuses on only leg of that journey).

For example: above I listed the three keys to growing your list. The Free Gift is only one of those three. But now you know that you also need **traffic** and a great **home page**.

If you wanted run a successful **workshop business** I might say that you need to know how to do three things: 1) Market your workshops. 2) Lead a great workshop that people rave about. 3) Offer follow up from your workshop. But maybe my free gift might only be about the marketing piece.

If I were a **dating coach** I might say that to succeed in dating we needing to look at three things: 1) Your grooming 2) Your ability to approach members of the opposite sex 3) Your ability to engage them once you've met them.

If I were a **health coach** focused on food I might say that the three elements were: 1) Eliminating bad things (e.g. refined sugar, preservatives etc). 2) Getting more good things into your diet (e.g greens and good fats). 3) Regular cleansing.

Regardless of what piece you give them in your free gift – make sure they also know what the other pieces are and where they can find help with those (either from yourself or someone else).

Here are the email newsletter services I most recommend:

<http://www.ConstantContact.com>
<http://www.AWeber.com>
<http://www.Mailchimp>
<http://madmimi.com/>
<http://www.myemma.com>

Getting Them On Your Email List:

There's a whole technical side we won't get into here, but this will work best if you're using an online newsletter service.



If you contact the customer support on these services

they can tell you how to install a the widget on your homepage to allow you to start collecting people's emails when they sign up for your gift.

NOTE: You might also want to consider having a **Free Stuff** tab on your website where people can check you out at a safe distance without having to give you their email yet. Some 'no strings' gifts.

So, what "no strings" free stuff could you offer them?

Free things could include:

- a blog
- educational case studies of clients
- articles you've written
- free videos on your site

The five main format options of your free gift:

- **Writing:** This could be an e-book, special report or white paper. This will be between five to twenty pages long. This is as simple as creating a PDF and loading it to your website.
- **Video:** this could be any length but I'd say two hours of free video is about as high as you'd want to go. It could be video of you talking to the camera, being interviewed, interviewing others, teaching a course etc. This can be as simple as using your iphone or webcam to film something and upload it to youtube (perhaps using something like imovie to edit it) or it could take the form of a screencapture presentation with something like ScreenFlow or Camtasia. It might even take a more animated style with something like www.xtranormal.com or www.prezi.com
- **Audio:** your gift might be audio from a workshop, a recording of a particularly great coaching session you did, a meditation, a hypnosis track or even you reading an excerpt from your bigger ebook. One of the most reliable tools for getting audio online is <http://www.audioacrobat.com/> .
- **Quiz or Self Assessment:** this could be a quiz to help them see how badly they might be suffering from a certain problem, a personality typing thing, a 'which style of parent are you?' etc. You can use a service like <http://www.limesurvey.org/> or <http://assessmentgenerator.com/>
- **E-mail Series:** this means they'd get a series of emails from you (usually from 3-10) sent via autoresponder. These could come once a week or every day until the series is over. This might be a 'top ten blunders that massage therapists make that hurt their business'. Most email services you sign up for have these autoresponders built in – just ask their help desk.

What kinds of content do you want to put into the 'pink spoon' home page gift?

Remember – this gift is a small taste. It's not the whole meal. You can go one of two ways.

Content Sample: If you had to pick the three smartest things you know that make the biggest difference for your clients, what would they be? Give them away. If you've written a larger ebook – you might give away a really good chapter in it.

Context Overview: This is where you might give them the map you use to guide people on the journey from where they are to where they want to be.

"But what should my gift be?"

Hmmm . . . what *should* your gift be? And what should you *call* your gift? The 'fill in the blanks' sentences below might just give you some good ideas on how where to start. In fact, sometimes coming up with the name is the *best* place to start. Sometimes the right name can help give you the idea for the content.

I recommend giving each one of these a try and seeing what you can come up with. You might try three variations for each one and then sit back and see which one feels the hottest to you.

And remember: each of the following could be in any of the five formats listed above: written, video, audio, quizzes and assessments and/or an email series.

"Want me to try out your Pink Spoon? Get in line . . ."

Here's the challenge: even getting people to want to *try* your pink spoon. Because every day people are adding this kind of 'free gift' opt in to their site. And who has the time to go through them all?

But if they never even give your little pink spoon of ice cream a try then are they ever going to want to buy a whole cone of your unique and wonderful flavour? Perhaps . . . but far less likely. So, here are . . .

The Four Most Important Tips to Make Sure People Will Be So Excited to Get Your Free Gift:

I've heard some people say that these 'free gifts' don't work anymore. And that's not true. It's just not. They do work. And they work better when it's a gift that your ideal clients would be sooooo excited about. This is the art of it – putting together a free gift that they would want to get. And here are four tips on how to do just that.

- **Track:** There are four 'tracks' any business can be in. And they all relate to a category of human experience where we all experience challenges. Your business likely relates to them all but must be framed within one as a *primary* track. The four tracks are . . .
 - **Relationship:** dating, marriage, sex, family, friendships, work relationships etc.
 - **Money:** making it, keeping it, understanding it, investing it, 'getting more clients', marketing, sales etc.
 - **Health:** exercise, nutrition, bodywork, holistic health etc.
 - **Meaning:** spirituality, God, meditation, introspection etc.
- **Focus:** Make sure your gift zeros in on a particular, red hot, urgent problem that your people struggle with. And don't just call it a 'free gift'. Give it a name that speaks directly to the focus above. For example, a name like, '*How to Be Successful in Life*' will get way less response than, '*5 Simple Ways to Improve Employee Moral Tomorrow*', '*The Three Secrets to Eating Vegan While on the Road*' or '*Seven Simple (and little known) Ways to Be the Best Boyfriend in the World*'.
- **Small:** Make it feel like it's going to be fun, easy and doable to get through it. If you offer too much, it might feel daunting and overwhelming for people to get through. This can be accentuated by putting a number in the title (e.g. Three Days to _____, or Seven Strategies for _____). Make sure it feels finite to them. Manageable.
- **Clear Result:** Ideally you want it to be clear that this free gift will take them from where they are to somewhere else. What is the result they will have after using it? That might just be more clarity. It might be that they're not able to do something they weren't before.

Your Free Gift Design Worksheet:

Which 'track' is your business in? Circle one!

Money

Relationships

Health

Meaning

Within that track, what are the top three most pressing and urgent problems your people struggle with that you can help them with?

What are they want help with right NOW? It doesn't matter if YOU think this is the real root cause, core issue they need to work on. What's the symptom they're most in touch with? What's happening in their life that's driving them nuts and keeping them up late at night?

PROBLEM #1:

PROBLEM #2:

PROBLEM #3:

Now pick one of those.

What are the top three results you can guarantee they'll have after using it?

That might be:

- **clarity** about why things haven't been working (e.g. how they've been screwing up relationships, why they're still fat/skinny, why they're still broke even though they're doing everything right).
- the **ability** to do something specific they used to not be able to do (e.g. cold calling, asking a girl out on a date, describing what they do with ease, make a perfect cup of coffee).
- they'll have **created** something when they're done (e.g. a homepage for their website, a free gift for their homepage, a kick ass bio, the perfect anniversary date or an exercise plan for their week etc.)

RESULT #1:

RESULT #2:

RESULT #3:

Now pick one of those.

If you had to draw out a map from where your ideal client is right now to where they ultimately want to be and divide it into three sections of the journey – three sections – what would they be?

Section #1:

Section #2:

Section #3:

Include this overview in the first part of your gift.

What do you see as the most critical ingredients or elements of making this journey successfully?

Element #1:

Element #2:

Element #3:

Include this overview in the first part of your gift.

What are the three hottest tips you have for them? What are the three most practical actions, profound insights and useful things you have to say on the subject?

Tip #1:

Tip #2:

Tip #3:

Make sure you have a page or two on each other these. These pages should express three things in order. 1) WHY this tip matters. 2) WHAT the tip is and 3) HOW to best implement it.

What are the three best next steps for them to take after using your free gift where they can spend money on you?

Next Step #1:

Next Step #2:

Next Step #3:

Include a write up on these in the back or at the end of your Free Gift (or even better yet – also weave them throughout it).

Here are eight good 'Gift Name' starters for you:

- The Top Ten Blunders that _____'s make (name the people you're trying to reach here) that keep them from _____ing (name the result here)
- The three most important keys to _____ (name the result here)
- The seven myths about _____ (name the big problem they have here)
- The three secrets to _____ (name the result here)
- Six Proven Steps to _____ (name the result here)
- Five Ways to _____ (name the result here)
- Free _____ (profession name - e.g. dentist, moving company) Comparison Checklist - Ten Questions to Ask Any _____ (profession name) Before You Give Them a Penny.
- The Three Biggest Ways You Unknowingly _____ (name an unwanted habit - e.g. 'push away men', 'creep out women', 'repel customers' or 'make your health worse').
- The Three Hidden Causes of _____ (name an urgent problem here) and the simple solutions to each.

Eleven Bonus Tips To Make Your Free Gift Super Clear, Compelling and Honest:

- **Use the word 'Free':** This might seem obvious. But I wouldn't assume that they realize it's free. And 'free' is one of those magic words. Who doesn't like free stuff? Dictators perhaps. But you aren't marketing to them now are you? So, when you describe it - use that word.
- **put a price tag on it:** If it's something you've sold before, tell people how much you sold it for. If it's not something you've sold before, then sit and honestly ask yourself, 'what would be a fair price for this?'. It could sound something like, 'get this free ebook worth \$29'.
- **put up a picture of it:** If it's an audio file put a picture of CD with your logo and the free gift name on it. If it's a video - put a video screen image. If it's a written thing - put a picture of an ebook that looks really fancy. This goes a really long way to making the value feel much more real. You can use <http://www.graphicsclubmonthly.com/highresecovers2/> if you have photoshop and if you don't then you can use . . .
- **make sure you tell them they'll be added to your e-zine** (and that they can opt out whenever they like). If they enter their email to get your free gift and then suddenly start receiving regular emails from you that they weren't expecting . . . gah. They'll be pissed.
- **emphasize the gift over the newsletter.** Instead of saying, 'Enter your email to be added to our email list (and you'll get this cool free gift)' you say, 'Enter your email to get this cool free gift (and you'll also get our e-zine)'.
- **Give your e-zine a fancy name.** You'll see some examples below. Not just 'join our email list' (e.g. "You'll also get a complimentary subscription to More Clients, our internationally acclaimed e-newsletter" or "You'll Get a Subscription to the Living AWE e-zine")
- **What can they expect from your newsletter?** Tell them what kinds of things they'll learn and receive from you in your newsletter. Remember, they don't want to be on another newsletter unless they know what's in it for them. Give them a bullet point list of the kinds of things they'll get from you. Also, perhaps by signing up they'll be the first to know stuff, they'll be offered products before anyone else, they'll get deals that nobody else gets etc. My colleague Teresa de

Grosbois is a word of mouth marketing specialist and she does a nice job of this on her website www.wildfireacademy.com. Instead of just saying, "Sign up for my free newsletter" (generic) she says, "**Fuel Your Wildfire:** Sign up for free word of mouth marketing, relationship and success tips. Just enter your name and email below and to learn how to grow your business through positive word of mouth."

- **Give them a free ticket to something.** If you're targeting locally - consider including a free ticket to a live event you'll be doing. If you're targeting globally - consider including a free ticket to a regular teleclass you do and charge for.
- **Create a fancy package.** Consider packaging more than one free gift together. Like some video, an ebook and a quiz too. And then give your package a name (e.g. "Enter your email and get a free copy of our 'Get More Clients Now' package which includes . . ."). You might also call it a Kit, Tool Box etc.
- **Link your free gifts to next steps.** At the end of your ebook or video - make sure there's a description of possible next steps if they want to work with you more. Give them a super simple and easy next step.
- **Make it suuuuper obvious.** Don't hide this. Put it on the upper right hand side where people can see it the second your page loads. You want it to be one of the very first things they see when they land on your homepage.

A Few Extra Ideas on How to Use This Bonus:

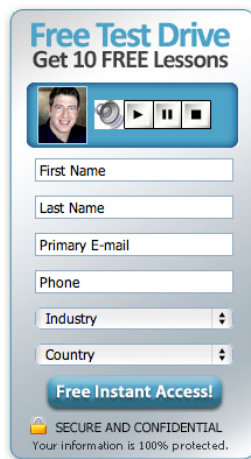
- On the back of your business card write up a description of the free gift they can get at your website. This will make your business card ten times as effective and less likely to be thrown out at the end of the night.
- You can also use this same gift for a facebook page if that's how you want to roll.

Twenty Four Real Life Examples of Great Homepage Gifts:

This might all seem a little tricky to wrap your head around.

Don't worry – you're not crazy. It's just that there's no 'cookie cutter' way to decide what your gift to your website visitor will be. It can, and should, be unique to you. It should be something you're so excited to give and that your perfect clients would be so excited to receive.

I think the best way to decide what you gift is, is to look at a lot of examples of them. You might even want to download some to see what they look like once you get them. And who knows? You might actually find some that are really useful for you and get on someone else's email newsletter.

A screenshot of a web form titled "Free Test Drive" with the subtext "Get 10 FREE Lessons". The form includes a small profile picture of a man, a play button icon, and a pause icon. Below these are input fields for "First Name", "Last Name", "Primary E-mail", and "Phone". There are also dropdown menus for "Industry" and "Country". A blue button labeled "Free Instant Access!" is at the bottom. A small lock icon and text at the bottom state "SECURE AND CONFIDENTIAL Your information is 100% protected."

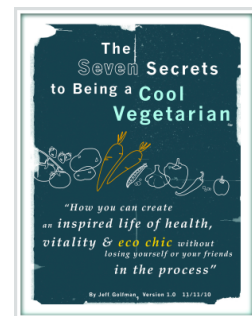
<http://unlockthegame.com/> - 10 free Unlock The Game cold calling audio mini-lessons.

<http://marketingforhippies.com> - Get Your Free 195 Page Ebook "The Way of The Radical Business" - I'd like to give you a hefty summary of the content I cover - my take on how you can get more clients and increase your cashflow without doing things that feel 'gross'. I'll send you emails from time to time (only cool stuff, don't worry). Your email will never be sold. No spam. Etc.

<http://www.caregiversrefuge.ca/> - "Seven Secrets About How To Avoid Burnout While Caring For Your Loved One" - As a way of saying "thank-you" for placing your trust in me to help support you with what you are going through in caring for a loved one, I'd like to send you this special report written by me personally. Please fill in the form now and I'll send it to you by email.

<http://thecoolvegetarian.com/blog/home/> - The Seven Secrets to Being a Cool Vegetarian – How you can create an inspired life of health, vitality and eco-chic without losing yourself or your friends in the process.

<http://www.abundanceandprosperity.com/> - FREE Audioclass MP3's: "Six Proven Steps to be a Money Magnet"



<http://www.northernstarcollege.com/welcome/> - Enter your email to get your free "10 Questions to Ask Any Mystical College (before you spend a penny)" Checklist, to make sure you pick the college that's best for you. You will also receive rare & spontaneous updates from us.

<http://www.selfhealdistributing.com/> - Free Gift for Retail Outlets: As a gift to retail outlets, we compiled a wonderful Free E-Book called Secrets to Increasing Store Profits with Essential Oils and Flower Essences.

<http://www.pinkelephantcommunications.com/> - Sign up for a FREE copy of our e-book Six Ways to Attract Clients with Kindness and also receive rare and spontaneous e-newsletters.

<http://www.irresistiblewriting.com/> - Special Report (\$197 Value): The Three Dangers of Boring Website Content. Plus more free resources to make your marketing and website irresistible.




<http://actionplan.com/home> - Try a Free Sample: How to play and win at the game of marketing. I'd like to give you a free sample of the Fast Track to More Clients program. This is a fully functional, interactive program on how to play and win at the game of marketing. Included is my world-famous "Marketing Ball Model" that shows how to attract more clients through a step-by-step process. You'll also get a complimentary subscription to More Clients, our internationally acclaimed e-newsletter. The Fast Track sample is free and you may opt-out of the e-newsletter any time you choose.

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<http://www.authenticwomanexperience.com/> - Free Love and Dating Advice from the Authentic Woman Experience: Please send me my free gifts.

- Special Report - "The Three Biggest Ways You Push Men Away . . . And How You Can Draw Them Closer".
- Subscription to the Living AWE e-zine.
- Free Ticket - Three Tricky Truths Women Miss That Keep Them Single

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You Get:

1. 31 Ways to Manage Your Time as a Successful Mom Entrepreneur
2. The Time Tips Tracker (with videos, worksheets & resources)
3. Work at Home Tips from 31 Successful Mom Entrepreneurs
4. The Balance Exercise
5. An Instructional Audio
6. Our WAHM Weekly Newsletter

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<http://www.doubleyourdating.com/> - In my FREE Dating Tips Newsletter, You'll Learn:

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<http://www.obmconnect.com/> - Take the "Am I Ready to Become an Online Business Manager" Assessment - Curious if becoming an OBM is a fit for you (or not)? Just enter your information below for instant access to the Assessment and get a copy of the free report "100+ Ways an Online Business Manager Can Help Boost Business."

<http://www.happiness-after-midlife.com/> - New e-Book: Take Charge of Midlife and Beyond: 52 Ideas & Activities - Active Retirement. Get your copy of the new e-Book now - if you're looking for creating a new future for

yourself. Together, Dr. Fred and Dr. Frank bring their years of achievement and personal experience to showing you the practices you can start now to achieve true happiness during and after midlife. Get a FREE copy of "25 Reflections on a Happier Midlife and Beyond" when you subscribe to our e-Book Bonus feature by completing the form below.

An example from www.davestringer.com on what kind of auto-responder email they might get once they sign up for your Free Gift:



Thank you for adding your name to my email list!

I appreciate your continuing support, and as a gesture of gratitude, I would like to offer you a free MP3 song download.

[Click here to download a live version of Shivo'ham](#), the bhajan I open every kirtan session with. A page will open where you can listen to the song. Simply use the Save As function in your browser to download the file to your desktop and open it in any music player.

Please also consider joining my [Facebook](#) fan page or following me on [Twitter](#)?

I look forward to singing with you many times in the future!

Big Love,

Dave

Your subscription to the list **Dave Stringer Music News** has been confirmed.

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Your Five Simple Steps to Getting Your Free Gift Online:

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5. Put the image and the email list widget on your website.

My special request of you:

When you've created your gift, would you send me the link to check it out? It might just be included in a future version of this workbook.

Now That You've Got your Free Gift, Here's
The Next Step for Your Homepage:
How to Write a Homepage Your IDEAL client will ADORE
(a roll-up your sleeves workbook)



How good would it feel to be in love with your business' homepage?

It would feel really good. You'd show it off. You'd feel proud to hand out your business card. You'd stand TALL.

And you know what else? You'd begin attracting your ideal client - the one who loves what you have to offer and wants to pay for it.

Aaaand (like any good infomercial - there's more!) now that your ideal client "gets" exactly what you're about - thanks to your clear online introduction - they're telling their friends. And their friends like what you've got to say, so they're sharing your website too.

How neat is that?

So how do you get this beautifully brilliant, business-inspiring homepage? Carrie Klassen of www.pinkelephantcommunications.com (pictured above) will take you through an easy process for crafting un-icky copy that sells (because it's kind, generous, smart and clear). It's not rocket science - it's just writing... but very thoughtful writing.

Who is this workbook for?

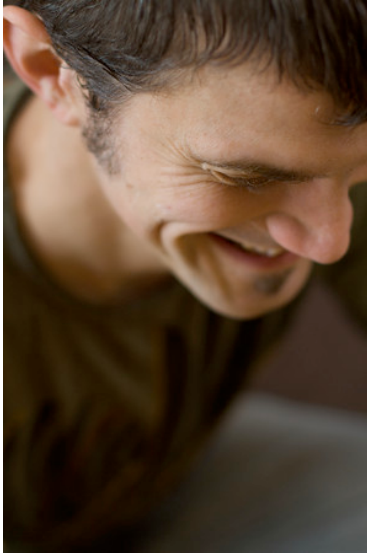
- Entrepreneurs who provide a service and want to be able to explain it clearly so their ideal client "gets" it (We're focusing on service providers in this workshop to keep things tailored.)
- Non-writers and writers alike who just don't know where to start with their homepage content
- Small business owners who've been having trouble connecting with their ideal clients and have a hunch their website might have something to do with it
- Busy people who know that their best chance of actually getting this writing done is if they're in a room with other creative people doing it at the same time
- Website owners whose sites have space for new content (or who plan to redesign)

In this workbook, you will:

- identify your IDEAL client(s)
- learn the 5 ESSENTIAL COMPONENTS of a super smart homepage (with a 6th bonus component for keeners)
- practice a 6-STEP PROCESS that you can use again when writing almost anything promotional for your business
- write a draft of your NEW HOMEPAGE COPY (maybe even a final draft!)

To Get on the Waiting List for Your Copy Now Send an Email to:

hellothere@pinkelephantcommunications.com



A bit about the author of this ebook . . .

Tad Hargrave is a hippy who developed a knack for marketing.

Despite years in the non-profit and activist world, he finally had to admit he was a marketing nerd and, in the end, he became a marketing coach for hippies. Maybe it was because he couldn't stand seeing his hippy friends struggle to promote their amazing, green and holistic projects. Maybe it was because he couldn't keep a 9-5 job to save his life.

Whatever the reason, for almost a decade, he has been touring his marketing workshops around Canada, bringing refreshing and unorthodox ideas to conscious entrepreneurs and green businesses that help them grow their organizations and businesses (without selling their souls). And, over the years, he has become recognized as a leader in the wider movement towards green and local economies.

He's also considered a pioneer and leading thinker in the field of 'Hub Marketing' (and is putting on a book about it').

For more free stuff from Tad (and to receive his free gifts for you) go to:

www.marketingforhippies.com/free