20

QUICK AND EASY WAYS

TO GIVE AWAY YOUR FREE REPORT

INCREASE SITE VISITORS, SUBSCRIBERS AND SALES

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You've done your research so you know what your audience wants. You've created or acquired a high-quality report to meet your audience's needs. You just know this free report is going to be super helpful to other people and your ticket to boosting your own traffic, subscribers and sales.

Now what?

If you don't get this report in front of a big audience, all your plans for this report will go up in smoke. That's not the result you're after. And that's why you're going to want to check out these 20 completely free ways to give away your report to increase your site visitors, subscribers and sales. ☺

Here they are in no particular order…

#1 | SHARE ON YOUR WEBSITE

Here's one of the most basic (yet effective) ways to give away your reports: share on your blog or other parts of your website. You can use your report to encourage fresh leads to join your list, or you can even use it to get your existing leads to self-segment themselves.

Here's where to place your links and calls to action:

- On your landing page
- In the header or footer of your website.
- In a pop-up window.
- In a slider.
- In a notification bar (AKA attention bar).
- In the sidebar.
- Directly embedded in content.

Here's the next idea…

#2 | SHOWCASE IT WITH A SALES LETTER

What you do for this method is give your free report away at the top of a page, and then insert a related sales letter below it. You can then send a broadcast mailing to your existing leads. They arrive to collect the free report (that is of great value to them) and are also exposed to the paid product described on the page. Sales will follow.

For example, let's suppose you're selling a weight-loss guide. You might create a free report that offers an overview of the nutrition guidelines plus a half a dozen low-calorie recipes. If people like your free report, they're like to go back and purchase the paid guide, or even purchase the guide during the same visit to your site.

TIP

Another way to implement this method is to create an exit popup window on the sales page. This means that when someone is leaving the page, a popup window appears that promotes the free report. This is a good way to get people on a list if they decide not to purchase a product at that time, and then you can follow up via email to point them back toward your product in the coming days.

#3 | ADD TO A "LIST" POST

For this method, you simply create a "list" post such as a gear list or resource list, and then publish the list directly on your blog. Naturally, your free report would be listed among the resources in the article.

For example, let's suppose you're giving away a report about how to train for your first marathon. You might create a resource list article called, "The Top 10 Marathon Resources To Prepare You For Running 26.2 Miles For The First Time." Each entry would describe why a particular resource is listed (e.g., the benefits of that resource), along with a link.

NOTE: In the case of your resource (the free report), you'd put a call to action as well. E.G., "Click here to download this free report now." Feature your report as the first entry in the list for sure visibility!

#4 | EMBED LINKS IN BLOG CONTENT

Still another way to distribute your free report is by embedding links directly into your blog content.

For best results, do some experimenting to see what type of content your audience responds to the best. For example:

Post a long, in-depth article on the same topic as your report, and then point people to the report to get even more information.

Offer a list of tips on the topic, and the point people towards the report for more information.

Create a promotional post where you highlight the main benefits of your free report, and then encourage people to download it.

Regardless of what type of content your audience tends to respond to, you'll get higher conversion rates if you post a series of at least two or three blog posts that are all designed to get people to download your free report. And in all cases, you should also include a strong call to action (e.g., "Click here to download this report now, because the best body of your life is waiting for you! ☺")

#5 | SURPRISE CUSTOMERS

The idea behind this method is to give away your free report as unadvertised bonuses when someone buys a product from you. This accomplishes three things:

It surprises and delights your customers.

In turn, delighted customers become satisfied customers who are more likely to do repeat business with you.

It trains your customers to open their emails.

You may deliver the bonus on the download page. However, if you deliver it by email, then you get the added benefit of training customers to open your emails, which leads to a bigger response rate in the future.

It gives you another opportunity to create a backend sale.

As always, your free report should promote a related offer that will further help the customer to solve a problem, reach a goal, or enjoy an interest.

Take note that another twist on this method is to use your free report as a delayed bonus. In this case, you advertise the bonus – but you don't deliver it until after a certain period of time has elapsed.

In the case of selling a product, you'd deliver your free report after the guarantee period has passed (e.g., 30 days or 60 days later). If you're selling memberships, such as a fixed-term membership, then you might offer free bonuses every few months to help retain members as they will receive even more value from the membership.

Here's the next idea…

#6 UPLOAD TO AN AUTORESPONDER

Another way to distribute your free report is to upload it to an autoresponder. If you create just one report per month and upload it to your autoresponder, you'll have an entire year's worth of automated content that helps your prospects and points them to your products (which helps you! ☺)

Here are two tips for making the most of this strategy…
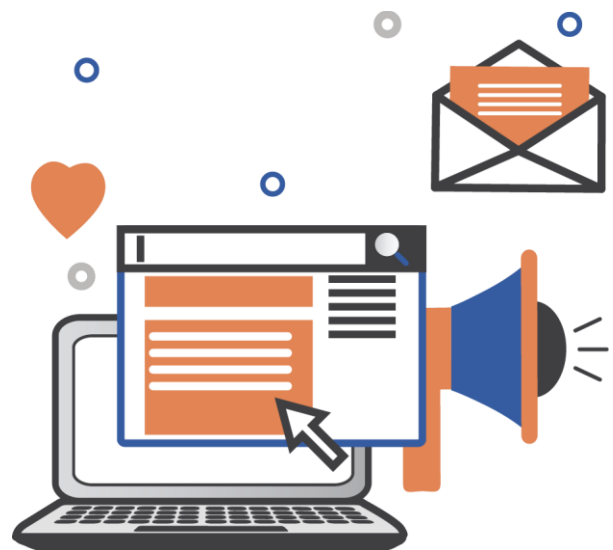
Create Evergreen Content

If you want your report to make money for you over the long term, then it should be an evergreen report. (This is true not only for this method of uploading it to your autoresponder, but for all methods mentioned in this report.)

Follow these tips:

- Avoid sharing anything that can date the content, such as a reference to a current event or even an actual date.

- Avoid referring to anything in the content as "new," as that will date the content.

- Avoid references to months, seasons, holidays or similar.

Point is, someone shouldn't be able to tell that you created the content six months ago – it should be just as fresh and relevant now as it was then.

Craft Compelling Subject Lines

Your subscribers are going to make the decision of whether to open your email or not based largely on the subject line of the email. That's why you need to be sure it's something that gets attention.

Keep in mind, you don't have an unlimited amount of space in the subject lines. Many email clients truncate the subject line, some to as few as 60 characters. As such, your subject line needs to make an impact as succinctly as possible.

A good guideline is to create a subject line which communicates benefits to the reader … how will reading the email help her in some way that is important to her?

E.G., "This is how you qualify for Boston…

TIP   The other big factor that goes into whether someone is going to open your email is if you've built a relationship with them. That's why you'll want to seek to consistently send high-quality content and promotions to your readers which solve their problems.

#7 | CREATE A RESOURCE PAGE

The idea here is to create a resource page with your newest free report at the top of the page. You can then distribute this resource page widely. For example:

Post your resource page in your products.

Typically, a "Recommended Resources" section like this would appear at the end of a report or video, though you can certainly put it in the beginning. If you have a membership site, be sure to create a "Recommended Resources" section and include it in your navigation menu.

Publish the resource page on your blog.

You may even turn this into a "sticky" post that you feature at the top of your blog. Similar to tip #3, except these are all YOUR resources.

Include the resource page on your thank you and download pages.

For example, you might include this resource page on a webinar registration page, and encourage registrants to review all resources before they attend the webinar.

Post the resource page on social media.

You can pin it to the top of your feeds, or even offer it as a "file" in your Facebook groups.

Here's another idea for distributing a free report…

#8 | DROP A LINK IN YOUR BYLINE

A lot of marketers make the mistake of using an author byline (such as in a guest blog post) to talk about themselves. What you want to do instead is use this byline to promote your free report with a link and a call to action.

> *For example: "Click here to discover 11 more ways to get new customers with just 10 minutes worth of work per week!"*

Don't just limit this tactic to your guest blogging activities, however. You should be promoting your free report whenever you make a virtual appearance, such as on a webinar or a podcast.

Here's another idea…

#9 | CREATE A REBRANDABLE VERSION

This method is all about creating a rebrandable version of your free report, and then letting affiliates give it away. This means that affiliates take your free report and insert THEIR affiliate links into it. It's a win-win situation, because both you and your affiliates will make money every time someone buys something through the links in your lead magnet.

To make this method even more effective, you may want to train your affiliates on how to make the most of the rebrandable report. You can instruct them on how to get a wide distribution for the report, including posting it on social media, uploading it to their autoresponder, using paid advertising to promote it, blogging about it, and more. Hint: Give them a copy of this report. ☺

Here's another idea…

#10 | POST ON SOCIAL MEDIA

This method is simple: post your free report on social media. This includes tweets, Facebook posts, videos and more. Post it wherever you have a social media presence.

The key to this strategy is to offer multiple free reports over time using different calls to action. Here are tips to maximize this strategy:

"Pin" your current free report to the top of your page.

For example, platforms like Twitter and Facebook let you pin one important post at the top of the page.

Change your profile or cover photo to the ecover graphic the report.

Be sure to include a link and call to action in the description of this photo.

Post multiple times.

Your users have busy feeds, so for maximum exposure you'll want to post about each free report multiple times over the span of several days. To make this task easy, you can use a content scheduler like HootSuite.com.

Here's another clever way to disseminate your report…

#11 | CO-PROMOTE WITH JV PARTNERS

For this method, you and your joint venture (JV) partners promote each other's free reports (or other content) on your respective platforms. While these co-promotions are only limited to your imagination, here are several ideas to get you thinking about how to do this:

Email Cross Promotions

Here's where you agree to promote each other within your respective newsletters. You may decide to promote each other's free report directly, or you might swap guest articles.

Download/Thank You Page Swaps

Here you promote each other's content on your thank you pages, such as:

- Product download pages.

- Webinar registration confirmation pages.

- Subscriber confirmation pages.

- Contest entry pages.

And similar.

Social Media Endorsements

Here you swap endorsements, ads or content across all your social media platforms. This includes Facebook, Twitter, Instagram, LinkedIn, and any other platforms where you have large followings.

Blog Ad Swaps

Here you swap endorsements or ads with your partner. You can put them in your sidebar, create a pinned (sticky) post to feature the endorsement, or even create an entire blog post about it.

Mention During a Webinar

One good way to do this is to co-host a webinar with your partner, and then mention both of your offers at the end. You then both promote the report as well as the replays.

Cross Promote Within Products

This is where you promote each other's free reports from within your paid products, such as your ebooks, videos, apps and membership sites.

Do a Round Up Post

Here you can either find others who are already doing roundup posts and see if they'll add your resource. Otherwise, you can partner with a new group of people to create a roundup post that includes everyone's resources. Everyone in the group then promotes this post across their platforms.

#12 PROMOTE IN COMMUNITIES

For this distribution method, you drop a link to your free report whenever you participate in niche forums, blog discussions, social media groups and other communities.

Now here's the key phrase: *wherever you participate.* If you're not an active participant in the community, then your promotion will be construed as spam. But even more important: if you're an active, respected member of a community, then people know, like and trust you. So, when you promote your report, they'll eagerly rush to your website to download it.

So, how do you promote in these communities?

First off, be sure that you thoroughly read the terms of service for each community so that you don't directly run afoul of any rules.

Secondly, be sure you understand the etiquette for each community (which is going to vary across communities).

For example, some communities let long-time contributing members have a little more leeway when it comes to self-promotion, while others view it as a spam across the board (no matter who's doing it). Be sure you understand these "unwritten rules" before you do any sort of promotion.

With that in mind, here are different ways to promote from within a community:

Add it to your signature file.

This is a small promo at the end of each post you make, which is typically from one to three lines long. You can include a description of the report plus your link and call to action.

Put your link in your profile.

Be sure to include the benefits of your report, a link and an encouragement to go download it.

Promote it directly within a post.

Here you might share some in-depth information in a post, and then end with "For more information, click here to read a free report."

For example, let's suppose someone in a weight-loss community asks whether cardio should be done first thing in the morning on an empty stomach or after a small meal. And let's suppose your free report covers this same topic in depth. You can offer a useful answer within the community and then (where allowed), invite readers to download your free report to get a more in-depth answer.

Make use of the community's promotional tools.

Some communities specifically allow members to promote, but only in certain places and in specific ways (or on set aside days).

For example, a Facebook Group owner might let members upload content as a group "File."

Another example: a forum owner might set up a subforum where members can promote their products, services, websites or content.

Where ever these sorts of opportunities are offered freely, be sure to take advantage of them.

Ask the community owner to endorse it.

Have you developed a relationship with the person who owns the platform? If so, ask them if they'd be willing to promote your report directly, as this will have a bigger impact than if you promote it. You may even propose a co-promotion joint venture with the owner.

#13 | MENTION INSIDE PAID PRODUCTS

For this method, you can mention your free report inside a paid product. The advantage of this method is that you're getting your report in front of an audience of proven buyers, which tends to create a good conversion rate if they are satisfied with their purchase because you've helped them achieved their desired result.

- As part of a "Recommended Resource" list.

- As a "Featured Offer" that you showcase at the beginning of the product.

- As a reference within the content itself. For example, let's suppose you've got a report about how to set up a WordPress blog. And let's further suppose the paid product needs to share the how-to details of this same process. Instead of sharing the steps within the product itself, you can send readers to your free report to learn how to do it.

#14 | DISTILL AND DISTRIBUTE

What you're doing for this method is creating an enticing "appetizer" of your free report and then distributing this appetizer (distillation) along with a link and call to action to the full report.

What does the distilled version of your report look like? Here are three good ideas to get you thinking about how to condense your own report into a different format:

Design an infographic.

This works particularly well if your report shares a lot of data, because you can create a visual representation of the data in the form of an infographic. For example, if your free report is an in-depth case study, you can share the principal findings and highlights via an infographic.

Distill the information into a cheat sheet.

If your report includes a lot of in-depth steps, tips and ideas, then a cheat sheet is good way to distill the information. Here you strip out all the in-depth details, and create a one- page sheet that lists all the main steps, tips and ideas. Readers who like your cheat sheet are sure to want to download your report to get the details.

Create a checklist.

If your free report shares step-by-step how-to information, then you can distill this into a one or two-page checklist. Again, readers will need to download your free report in order to get the in-depth details for each step.

Next…

#15 CREATE A SLIDE-SHARE PRESENTATION

For this method, you create a slide-share presentation that gives viewers an overview of what's inside your report. You then link to the full report at the conclusion of your presentation for those wanting more details.

There are two things you can do with this slide-share presentation:

1   Upload the presentation to SlideShare.net.

For best results, be sure you have an attention-getting title for your presentation, professional design for your slide deck, and that you keep things simple (one main idea per slide).

2   Create a video of the presentation.

You can then upload the video to your website, to YouTube and to social media.

Which brings us to the next method…

#16 | RECORD A VIDEO

There are two ways to approach this method:

1   **Share all your content in the video.**

In other words, you basically turn your free report into a video, and then distribute this video widely.

2   **Share an overview video.**

Here you create a talking head or slide-presentation video that shares an overview of your report. At the end of the video you instruct viewers to download your report to get more information on the topic.

Once your video is ready to roll, then you distribute it widely using YouTube, social media, your blog, and all the other methods outlined in this report. This is a great way to reach a wider audience, as there are some folks who prefer to get all their information via multimedia formats like videos.

#17 | SHARE IT ON QUORA

The idea behind this method is to answer questions on Quora, and then link to your free report where users can get more information and/or put the free report in your profile. Keep these tips and best practices in mind:

Post Thoughtful, Useful Answers

The best posts on Quora rise to the top of the page, which is why you want to post in- depth, useful answers which will give you more exposure.

Contribute Regularly

Quora is a community, so in order to establish your expertise on the site you need to contribute regularly. If you contribute regularly – and are respected in the community – people are more likely to click through to your profile and click to download your free report.

#18 | PUBLISH ON MEDIUM

Medium is an online publishing and content-syndication platform where you can exchange ideas with like-minded people. You can create an overview article of your free report, and then promote the report itself in your author byline. If you get a good response to your "story" (which is what Medium calls articles), then Medium's algorithm will help you get even more exposure.

For best results, publish multiple high-quality stories so that you can start developing a following on the platform.

#19 | GIVE OTHERS AN INCENTIVE TO SHARE

Earlier you learned about how you can create a rebrandable version for affiliates. But how do you incentivize an average member of your audience?

LIKE THIS: You offer anyone who shares it something highly desirable and valuable, such as free products or coupons with deep discounts.

Let's suppose you're offering a free weight loss report. You can offer anyone who shares it with their friends another freebie, such as a low-calorie cookbook. E.G., "Share this report now on Facebook, and we'll send you this cookbook for free!"

TIP You can use a tool like PerkZilla.com to automate this process of handing out rewards for those who share your free report.

Here's another idea…

#20 | ADD A LINK TO YOUR POPULAR CONTENT CONTENT

For this method, you need to take a look at your traffic logs and other analytical tools to determine what is your most popular content. This includes blog posts, social media posts, videos and more. You then add a link to your free report to your most popular content (provided it's relevant, of course).

For example, let's suppose six months ago you wrote a blog post about how to set up an effective Facebook ad campaign. And let's suppose this blog post continues to be one of your most popular posts, as it gets traffic from the search engines as well as referral traffic. If you have a free report on the same topic, then go back and edit this old post with a link and call to action for your free report. It takes just seconds to do, but it starts delivering traffic to your free report almost immediately!

#21 | USE PAID ADVERTISING

BONUS METHOD

Nope, this method isn't free… but it IS highly effective, and it does produce a lot of targeted traffic in a relatively short amount of time. You can literally create an ad in the next hour and be receiving traffic nearly immediately.

Here's how to promote:

Use Facebook ads and/or Google Ads.

Be sure to choose highly targeted longtail keywords, and then test and track your ads to optimize response.

Do content syndication on sites like Outbrain.com.

You can create an overview article, link to your free report, and then syndicate this article.

Advertise on niche sites.

This includes solo email ads as well as banner advertising. For this method, you'll need to seek out these ad opportunities directly. (E.G., "organic gardening banner ads".)

Now let's wrap things up…

PARTING THOUGHTS

<u>And there you have it</u>: you just learned about 20 surefire FREE ways (plus one free bonus way) *to get your free report in front of as many targeted audience members as possible*.

Now, in order to make this strategy <u>as effective as possible</u>, you need to be creating <u>multiple free reports</u>. Not only can you use all the methods described above to promote these reports, you can even cross-promote your current free report from inside all your other free reports.

> *For example, you can create a "Recommended Free Resource" list that details and provides links for all your reports.*

There's no easier way to make money by giving something away for free!

That's a wrap!

~ Arun Chandran