

**PROFIT SEDUCTION PRESENTS:**

# **THE SEDUCTIVE FREEBIE CREATION KIT**

**Create Amazing Viral Freebies that Build Your List and  
Boost Your Profits!**

**By Rob Schultz**  
creator of Profit Seduction

© 2019 Rob Schultz  
all rights reserved



# THE SCOOP ON ROB SCHULTZ

What if the key to creating your own game-changing rush of revenue wasn't about tricks, tactics, or tools. But about activating powerful hidden emotional profit triggers already inside your ideal clients? So they want you like crazy? And buy like crazy?

**THAT'S your million dollar turnaround!**

And that's exactly what ROB SCHULTZ does for entrepreneurs and business owners worldwide. Rob's powerful **Profit Seduction Process** guides clients to skyrocket their profits through magnetic messaging and insanely ingenious promotion and launch strategies. That deliver unprecedented bottom line results.



Rob has crafted powerful marketing messages and campaigns for some of the biggest names in online marketing: Including Suzanne Evans, Adam Urbanski, Milana Leshinsky, Melanie Benson Strick, and Michael Port.

He's spoken all over the country at conferences like the **Colorado Independent Publisher's Association**. The **Career Management Alliance**. At events like Speaker's Summit, and the 10K Club Income Acceleration Intensive. He's even taken the main stage (twice!) at Suzanne Evans' industry-leading **Be the Change Event**.

When you get out in front of what your prospects are already rushing towards ... they rush towards you. And that is exactly what Rob Schultz is here to help us do.

Discover Rob's spellbinding story, along with powerful tips to skyrocket your business at [ProfitSeduction.com](https://ProfitSeduction.com).

**What if you could get your hands on 21 powerful keys to eliminate most client objections before you begin. By helping you discover where to find the prospects who not only want to work with you. But are ready and willing to pay what YOU want to be paid! It's not a dream ... in fact you can get started now at:**

[ProfitSeduction.com/start-here/](https://ProfitSeduction.com/start-here/)

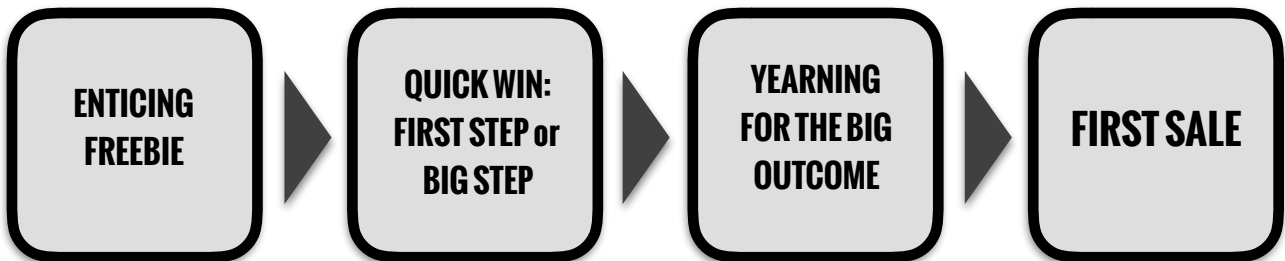
## A GREAT freebie starts with:

### The “Sexy Subset” Rule

Your Freebie Should be a “sexy subset” of your big juicy outcome.

The goal is not to explain what you do, **but build desire for what you do**. You do this by building your freebie around:

- The most compelling thing you can give them.
- That delivers a quick win (hit of dopamine)
- That solves **one problem**, AND leads them to want to solve a larger problem.
- So there is a NATURAL flow to your next offer



**Teach them the smallest thing they can do to make the biggest difference the fastest.**

**Make it easy for them to say Yes.**

**A freebie is an impulse buy. Don't make them think about it.**

- Solves one compelling problem.
- High Reward / Low Risk.
- Creates a major ‘a-ha’, result or opportunity FAST.
- Pick an early compelling step that’s highly desirable on its own.

**The best converting freebies follow the “BFD Formula”:**

- Big benefit
- Fast Consumption
- The Promise of a Dramatic Result

**STOP creating long, drawn out explanations filled with abstract ideas and theory.**

**START building enticing first steps to the outcomes they want. That act as a doorway to the rest of your business.**

# The Freebie Scorecard

**“We build it backwards and we deliver it forwards.”  
- Taki Moore**

**1**

## **The Purpose of the Freebie Comes FIRST: Your Freebie Funnel**

BEFORE you select your freebie, decide on the **SALE** it leads into.

---

**2**

## **The Focus of Your Freebie Comes SECOND: The Compelling Problem / Magnetic Solution**

HOOK them by promising a solution to a current, urgent problem they are facing. Movement / momentum not explanation.

---

**3**

## **The Format of Your Freebie Comes THIRD Checklist? Cheat Sheet? Step-by-Step**

SELECT the ideal format to maximize your opt-in rate.

---

# Three Steps to Your High-Impact Freebie

**1**

Step One: The Freebie Funnel

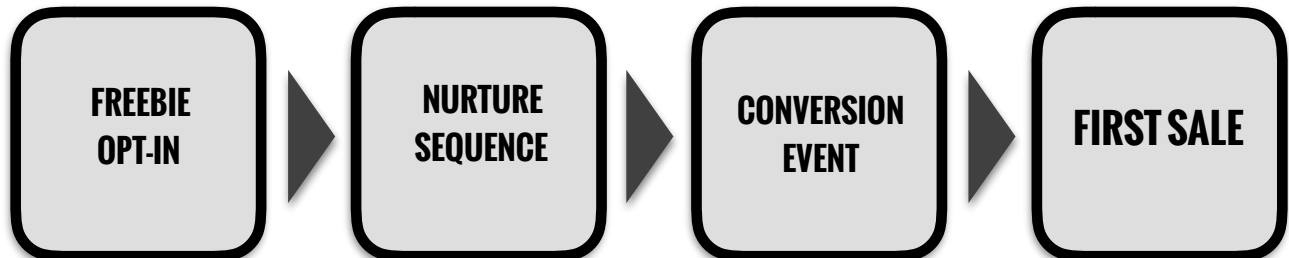
**What is the PURPOSE of your freebie?**

**What is the Ultimate Goal [ first sale ] your Freebie leads to?**

- Private client [ **Under \$75K In revenue? PLEASE focus here!** ]
- Entry level product (\$7 to \$27)
- Ticket to Event or Workshop
- Signature Program
- Webinar / Video Series / Livestream that leads to a sale.

**How are you getting them there? The Conversion Event**

- Comp Session >> Private Client
- Quiz / Assessment to Comp Session >> Private Client
- Webinar or Livestream >> Signature Program
- Emails w/ link to sales page >> Low ticket offer / “Tripwire”



**If you're starting [small list] keep this simple!  
Take them to a Private Session invitation**

## 2

Step Two: The Compelling Problem / Magnetic Solution

### **What is the FOCUS of your Freebie?**

**“If there is anything close to a magic power in marketing, its simplification.**

**When you simplify a problem in a way that convinces people they can do something amazing they previously thought was impossible . . . they will buy.”**

**Clay Collins  
Founder, Lead Pages**

**The best Freebies quickly induce positive feelings in your ideal prospect:**

- Excitement
- Hope - “This really is possible!”
- Positive Expectation (of a breakthrough)
- Motivation (to keep moving forward)
- Like they’ve just discovered the missing link
- Wanting more

**Avoid focusing your freebie on long, theoretical explanations of what you do. It MUST answer a question / solve a problem they already have, that is keeping them from something they urgently want.**

## Choosing the best topic / focus for your Freebie:

### STEP ONE:

Take a sheet of paper, and at the top, write: **What is the big outcome you help people achieve?**

### STEP TWO:

Draw a line down the center of the paper. On the left side, brainstorm **a list of all the SPECIFIC challenges ideal clients face** that are keeping them from the big goal at the top of the sheet.

### STEP THREE:

On the right side, write down **what you could give them to help get them get started** solving each problem.

### STEP FOUR:

On a scale of 1 to 5, **rate the urgency of the problems on the left side of the page**, 5 being most urgent and 1 being the least urgent (from the point of view of your ideal client).

### STEP FIVE:

**Choose the problem with the highest number.** Solving that problem is the focus of your freebie. If there is a tie, select the one you feel would be the most compelling for your prospect.

### STEP SIX:

Once you've decided on the problem your freebie solves, **take the corresponding entry from the right column** as the focus of your freebie.

**CATCH 2 powerful examples of how this looks on the NEXT PAGE!**



## **BIG OUTCOME: Help entrepreneurs build a six-figure business.**

### **PROBLEMS:**

### **SOLUTION:**

- |   |   |        |  |
|---|---|--------|--|
| 3 | What business do I choose?                      | —————> | Your ideal business for fast profit                                  |
| 5 | How do I make enough money to leave my day job? | —————> | Replace your income in six months (while working full time).         |
| 5 | Where do I find my first clients / customers?   | —————> | 25 places to find your ideal clients (the ones who WANT to pay you!) |
| 4 | How do I build my list?                         | —————> | Build Your List Quick Start  |
| 5 | How do I sell if I've never sold before?        | —————> | The No-Pressure Close (for newbies!)                                 |
| 3 | How do I know what to charge?                   | —————> | No-Stress Pricing Guide  |
- 

## **BIG OUTCOME: Help busy entrepreneurs lose weight and feel amazing**

### **PROBLEMS:**

### **SOLUTION:**

- |   |   |        |   |
|---|---|--------|---|
| 5 | I don't have time to cook / shop for special food.        | —————> | Insiders Guide to affordable healthy meals delivered to your door.                |
| 3 | I don't want to have to eat tasteless cardboard.          | —————> | 9 mouth watering weight loss menus (including pizza and chocolate cake).          |
| 5 | I will never be able to do this by myself.                | —————> | 15 online communities to find the support / accountability you crave.             |
| 4 | Everything I've ever tried has failed.                    | —————> | Top 10 reasons why most diets fail. And why the [ Name of Your Method ] Succeeds. |
| 3 | I'm embarrassed showing up at the gym looking like I look | —————> | 3 powerful home workouts that give you better results than the gym.               |

## NOW ... YOU TRY IT!

**BIG OUTCOME:** \_\_\_\_\_

**RATING:**

**PROBLEMS:**

**SOLUTIONS:**

|

|

# 3

Step Three:

## **What is the FORMAT of your Freebie?**

### **NOW that you KNOW:**

The PURPOSE / GOAL of your freebie

The FOCUS of your freebie (the problem it solves / the outcome it delivers)

**It's time to choose the format that is a PERFECT FIT!**

**Here is a menu of the most compelling formats to choose from:**

#### **BEST FOR NEW BUSINESSES:**

- **Short Report:** Focused on solving a problem / creating an outcome. (4-5 pages).
- **Checklist:** Guiding them to a quick win fast / accelerating one step of their success journey
- **Assessment or Quiz:** Quick insight on why they are struggling / how they can succeed
- **Resource List:** Eliminate Decision Fatigue
- **Template:** Little Effort / Big Outcome
- **Step-by-step:** No more trial and error
- **Cheat sheet:** Borrow my brain / proven path to result
- **Quick Script:** Rapid solution to a painful problem
- **Mega-list:** Something they can use immediately

#### **FOR MORE ESTABLISHED BUSINESSES:**

- **Video Series**
- **Challenge (10-day challenge / Facebook Challenge)**

## Six Avenues for Your Freebie:

How is an Avenue different from a Format?

- A Freebie Format is simple the format it takes (report, checklist, step-by-step).
- A Freebie Avenue is THE COOL THING that makes them want it (quick result, problem solved).

### AVENUE

# 1

#### The Instant Gratification Freebie

Something they can discover & use instantly to help solve a problem or deliver a result.

- Check list
- Step-by-step
- Cheat sheet
- Template
- Resource list
- Quick Script
- Mega-List

### AVENUE

# 2

#### The Success Map Freebie

A map to a success they are missing (YouTube Traffic Map / Social Media Success Map / List-building Map) >> MUST **demystify & simplify** the path to success.

- Step-by-step
- Case history (How I brought in almost \$12K in four weeks with no list and no product)

### AVENUE

# 3

#### The Success Toolkit:

Specific tools they can use to achieve a desired goal:

**Example 1:** The Profit Toolbox I use to run my six-figure business

**Example 2:** The tools I used to run my Facebook Contest that added 3,000 ideal prospects to my list.

- Resource list
- Step-by-step

AVENUE

4

### The “I Won’t Be Able To Sleep Tonight Unless I Have That” Freebie

Something so compelling they must have it. Usually contains a hook that triggers unbearable curiosity.

**Example:** “The four affordable tools I use to create my award-winning video blog.”

- Check list
  - Cheat sheet
  - Quick Script
  - Step-by-step
  - Resource list
  - Mega-List
- 

AVENUE

5

### The “OMG, I Want That!” Freebie:

Specific avenues to a specific result --> “8 steps I used to double my blog traffic in 3 months.”

- Check list
  - Resource list
  - Step-by-step
  - Mega-List
- 

AVENUE

6

### The “Solves a Mystery” Freebie:

“Finally! A way to overcome that specific problem they’ve been struggling with for years!”

- Check list
  - Cheat sheet
  - Quick Script
  - Step-by-step
  - Resource list
  - Mega-List
-

# What the big players and your colleagues are saying about Rob Schultz:

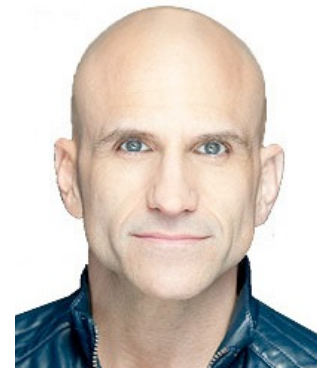
## Michael Port says: "Rob is someone to watch ..."

Rob is someone to watch because he literally . . . like almost nobody I have ever worked with . . . delivered on every single thing he promised, with such professionalism that sometimes I was surprised. Honestly.

The viral video Rob created for us -- called **Entrepreneur Idol** -- helped **Book Yourself Solid** remain one of the bestselling marketing books in the country. So, you can understand why I'm a big fan of Rob.

Creativity is clever. When you can combine it with marketing savvy it's productive. When you can deliver on your promises you change the world. Rob can do all three ...

Michael Port  
Author of Book Yourself Solid & The Think Big Manifesto  
[MichaelPort.com](http://MichaelPort.com)



## "Within the first 30 days ... I closed \$35,000 in sales!"

"Within the first 30 days of working with Rob, I closed \$35,000 in sales as a result of the branding message he developed for me."

"To this day, I continue to use his **brilliant hook line** for my booth. The brand theme that Rob created for my sponsorship has resulted in **thousands of warm leads and millions of dollars**. Honest, supportive, brilliant, and pure genius! Thank you Rob!"

Jane M. Powers  
[JaneMPowers.com](http://JaneMPowers.com)



## **“Rob ... helped me pull in over \$10,000 in just a few hours!”**

“Rob is one of the secrets to my recent success. In my very first high-end coaching launch, Rob's strategies helped me pull in over \$10,000 in just a few hours. Later, his seductive ideas helped me enroll as many as 11 new clients in just a few days' time.”

Rob's genius for marketing psychology is positively uncanny. You can't put a value on the level of confidence his one-of-kind strategies provide.”

“Rob, I can't thank you enough. You are magic!”

Ann Convery  
AnnConvery.com



## **“Doubled my conversion rate on sales ...”**

“Rob not only helped me double my conversion rate on sales. But I now have a very clear and doable annual marketing plan I can repeat, year after year. That will grow, year after year.”

“My goal is to take my business to a million dollars a year and beyond. And because of Rob's help, I know I will get there!”

Susan Gregory  
Daniel-Fast.com



## **Milana Leshinsky says: "What's so amazing about Rob ..."**

What's so amazing about Rob is he knows the marketing game as well as the video game. Because you can't just throw any old thing up on the web and expect it to stick.

Rob can help you come up with ideas that will make your marketing stand out. He can help you choose the right strategy so your content will be magnetic time after time.

If you want to learn the mechanics, hire a college kid or go to eLance. What Rob helps you do is create great marketing that



reflects the unique business identity your target customers instantly respond to. And that is the name of the game.

Milana Leshinsky  
Milana.com

### **“It’s been years since I have been this profitable”**

Before working with Rob, I never considered doing more than consulting and working from my office. I didn't really know how to think bigger.

But now, as the Midlife Miracle Mentor, my possibilities for growth and income are endless! And as Rob continues to feed me amazing idea after amazing idea, I see ways I can make this bigger profit picture a reality right now.

My finances have completely changed in the last 2 months because of working with you! It’s been years since I have been this profitable. Thank you!



Brenda Sahlin  
The Midlife Miracle Mentor  
MidlifeMiracleMentor.com