

Dental Consultant Master Academy

evolve ■ emerge ■ influence

Action Sheet - Week 8

Creating The Best Initial Free Offer For You:Your IFO

Set up Your Contact Manager

- Mailchimp
- Aweber
- Infusionsoft <http://www.infusionsoft.com/referral?TAP=a40656>

Create Your Free Irresistible Offer

What is an Irresistible Opt-In Offer?

Your Online Sales Funnel to gather Opt-In's for Your IFO

Why You Want a Compelling Opt-In Offer

Psychology behind the Opt-In Offer:

- The Magic Room Analogy
- The #1 Question to Ask to Discover the Perfect Opt-In Offer for Your Tribe:
 - "What is the end goal of my prospects?"
- The #2 Question to Ask to Discover the Perfect Opt-In Offer for Your Tribe
 - "What do they want right now?" (What's the urgency for your ideal client?)

Opt-In Offer Examples

- <http://www.nextlevelpractice.com/>
- <http://inspiredhygiene.com/>
- <http://www.hygienediamonds.com/>
- <http://www.mckenziemgmt.com/>

Your Free Opt-In Offer Needs to Do Two Things:

- Add Value (Educate and give a-ha's with the WHY & WHAT)
- Sell (Move them to the next call to action)

The Art of the A-Ha

- What can you provide that would be an eye-opener to your new lead?
- What would be a big "a-ha!" for them?
- What "insider" secret knowledge do you know that they don't?

Powerful Offers That Will Grow Your List...

- Give Away Your Best Stuff Upfront and for Free

Bonus Tip: Make it Unique

- Hand written report vs. the standard typed, “pretty” report
- Be provocative
- Call it something cool (Not a special report but an “ebook” or “starter kit”)
- Give a surprise gift a few days AFTER they opted in for your main free gift
- Add a free “unadvertised” gift with the original free gift

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