Twitter Thread by William Fredland



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Why You Should Give Out Your Best Content for FREE to Land More Clients and $$$ (In ONE PDF)

If you've taken @PaikCapital "The Agency Course" this is a MUST READ

-THREAD-

What the hell are you talking about?

Yes, you heard me, you will get more clients when giving out your best content for free.

And it's all in ONE pdf.

Hang with me..

Now, here's why you should do this

Basically…

You will create an authority feeling around yourself as an agency to your niche when you do this.

You will be the go-to agency in this area.

People will then WANT to work with you

You will be the master among the people who do the same thing as you.

That's why you want to give it all away, reveal all your "super-secrets".

In one pdf.

Let's take an example

Let’s say that you’re running an agency that’s helping eCommerce businesses increase sales with Facebook ads.

When prospects (eCommerce owners) come onto your landing page, you want to collect their email addresses because they can become future clients, right?

Here’s an opportunity...

You want to collect the addresses using a lead magnet, and this is where the pdf I’m talking about comes in.

You want it to make it super clear on that this will help your niche (this case eCommerce owners get better at fb ads)

You're offering this pdf for their email address.

In this pdf you want to reveal everything you do.

This should be your best content you have.

A step to step breakdown on how you get results, what results you've been getting and in what time etc.

Super clear and clean.

"Won’t people just copy this and implement it in their own business?"

A very small percentage will do this, the action takers.

Remember, these prospects are eCommerce business owners.

Would they pay you $2000+/month for your services IF they can implement strategies from a free pdf and take action from it?

No, they wouldn’t.

If they can use knowledge from a free pdf from the internet...

They wouldn’t pay you anyway, so you’re technically not losing any customers here.

These people are like me and you, they take action. These people are special. (Yeah I called us special)

These are just a small percentage.

But, here comes the fucking good stuff where the money is made.

Remember the people that are getting your free pdf, they are eCommerce business owners.

They are very busy with their own business in their lives and will oftentimes not have the time to go through a 60+ page free pdf.

That’s why you should write the best content and show that you’re a fucking beast at what you’re doing in the very beginning of the pdf.

If you can show in the first 10-15 pages the best things you do and can GET RESULTS with them, they will pay for your service.

If they are serious with their business, it's a no brainer for them.

“Why would I spend my valuable time reading this when this person can get me results FOR MYSELF?”

Something like that should it sound in their head.

You’ve then become the authority in your niche.

They think your content is sooo good that they WANT to work with you because they want to get results.

These people will come to you.

Remember, these are now WARM LEADS so they will not need any more information about what you’re doing

They know that you can get results using your strategies (that you’ve shown in the pdf) and they want to work with you.

Let’s say that 100 people get your free pdf and only 5% of these gets interested with your based on the content in the pdf

If you close them warm leads...

That’s 5 new clients

If you’re charging $2000/month then THAT’S AN EXTRA $10K/MONTH FROM JUST A FREE PDF

“So why haven’t you’ve done this yourself?”

Yo chill

I started my own agency and I need to get some results before I’m creating my own pdf.

I’m not using this as an excuse, time will tell.

You might not believe that this will work because I haven't got results with it yet and that's fine.

But, I can guarantee you that this will help you get more clients.

One example that worked on myself is https://t.co/EnOqyXCljd

Even though I’m not an eCommerce store owner or not paying Chris $2000/month I bought some other stuff from him

And he has closed some eCommerce owners to his agency with it.

Check the right hand side on the landing page.

This is one element of the “pull marketing strategy”

I will have a thread about how you can use that strategy to automate hours of work daily with just sticking to it.

Just like the pdf I talked about, I’m giving out free value for you.

Making money is about giving, remember that.

Thank you for reading. Give the first tweet a RT if you learned something valuable from this

And...

If you want to build your own email list and start to make money from it, check out my free 15 page guide on how down below.

Take care

https://t.co/nvqN8O92IK