



Checklist 11: Giveaway Book Funnel

Project Name: _____

Date: _____

Yes No

The giveaway book funnel is where you give away your book 100% free as an eBook. While not recommended it can be a great way to generate a lot of leads fast.

Giveaway Landing Page Checklist

- | | | | |
|----|--|--------------------------|--------------------------|
| 1 | Have you created your book Landing page / sales page? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Does your landing page have a benefit driven headline? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Does your landing page have a 3d image of your book? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Does your landing page have benefit rich bullets? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Does your landing page have testimonials? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Does your landing page have an "About the Author" section? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Does your landing page have a photo of you? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Does your landing page have multiple clear call to actions (CTAs)? | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Have you linked your landing page with your autoresponder? | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Have you created your book list in your autoresponder? | <input type="checkbox"/> | <input type="checkbox"/> |

Giveaway Thank You/Download Page Checklist

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|---|---|--------------------------|--------------------------|
| 1 | Have you created a thank you page (for after someone opts in)? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you inserted a security measure to ensure that only people who enter a valid email address will get your book? | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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You can do this by having both a thank you page and a download page. The thank you page confirms their request and lets them know the link to the book has been sent to their inbox. In your first follow up email you then link to a separate download page where they can download your book.

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|---|---|--------------------------|--------------------------|
| 3 | Have you created your book download page? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you created a 5-7 follow up email series after someone requests your book? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Have you bridged in the next step in your sales process? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Have you made your new leads an irresistible offer (paid offer) to monetise them? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Have you offered them a physical copy of the book (paid offer)? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Have you stacked your giveaway funnel with other paid offers to monetise those leads? | <input type="checkbox"/> | <input type="checkbox"/> |

Notes