

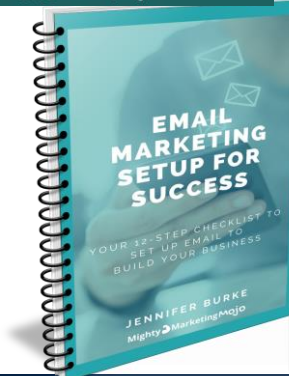
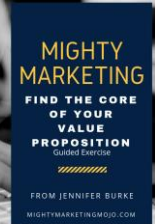
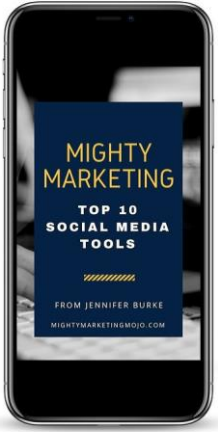
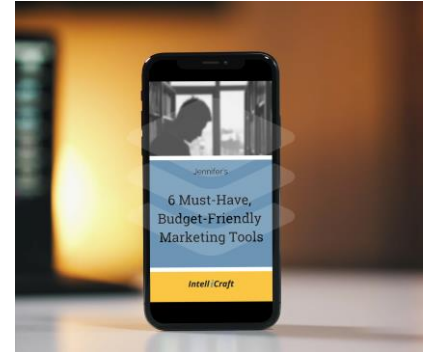
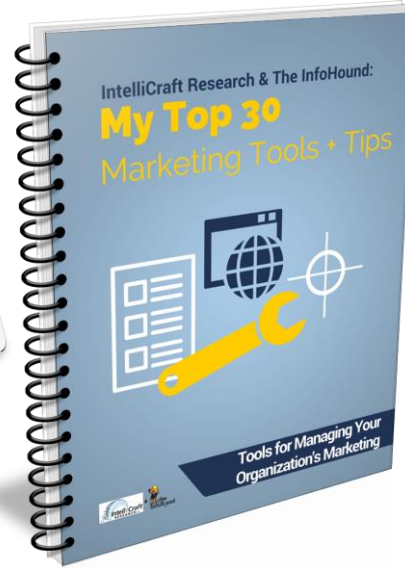
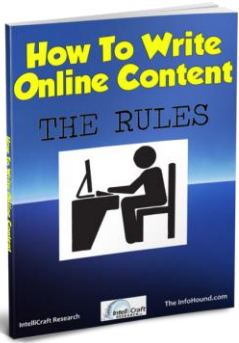
Let's Create Your Mighty Easy Email Gift

PLAN IT, CREATE IT, MONETIZE IT

Hi, I'm Jennifer

And I'm a marketing geek!





A grayscale photograph of a person's hands holding a wrapped gift box. The gift is wrapped in dark paper with a light-colored ribbon. The person's hands are visible, with fingers slightly curled around the box. The background is dark and out of focus.

**We All Need a
Good Gift!**

Let's Make It Easier!

What kind of gift do I create?

Do I have to have fancy funnel software?

Can I create it faster and easier?

How will I know if people want it?

Power of a Good Gift



Attracts new-to-us people (audience members, aka leads, aka prospective buyers)



Builds relationship with followers



Engage with people



Build trust by showing value – help people get quick wins



Earn loyalty, trust, and the sale

What's In a Good Gift?

- Solves a single problem
- Quickly useable
- Action oriented
- Directly relevant to your ideal client
- Available 24/7/365

Who Do You Want To Work With?

Attracting the *right-for-you* people ...

Describe your ideal person – for this gift

- Don't spend days on avatars and personas
- Who are you excited to work with? Have as a customer? Who is an easy 'yes!' for your offers?



Who Is This Gift For?

Do your homework

- Who are your people
- Where are they online
- What are they saying
- What are they asking

Guts of Your Gift - What's the Problem?





The Secret of Irresistible Gifts

You have done your
homework and listening ...

You KNOW what your people
WANT and NEED

So give it to them!

No Games – Give Value

Don't worry about giving away too much!

Give valuable, actionable info – help them

People will always need help **DOING** what you are teaching them



What's Inside



- ✓ What **you bring** – experience, skill, values
- ✓ Focus – **ONE single problem** – break it down
 - What quick win or result can they get?
- ✓ **3 tips** on how to get/do X in your problem
 - Your info to back up those 3 tips
- ✓ How does your info **benefit** your audience?
 - What can they now do after consuming your gift?

Easy = Reuse Your Content

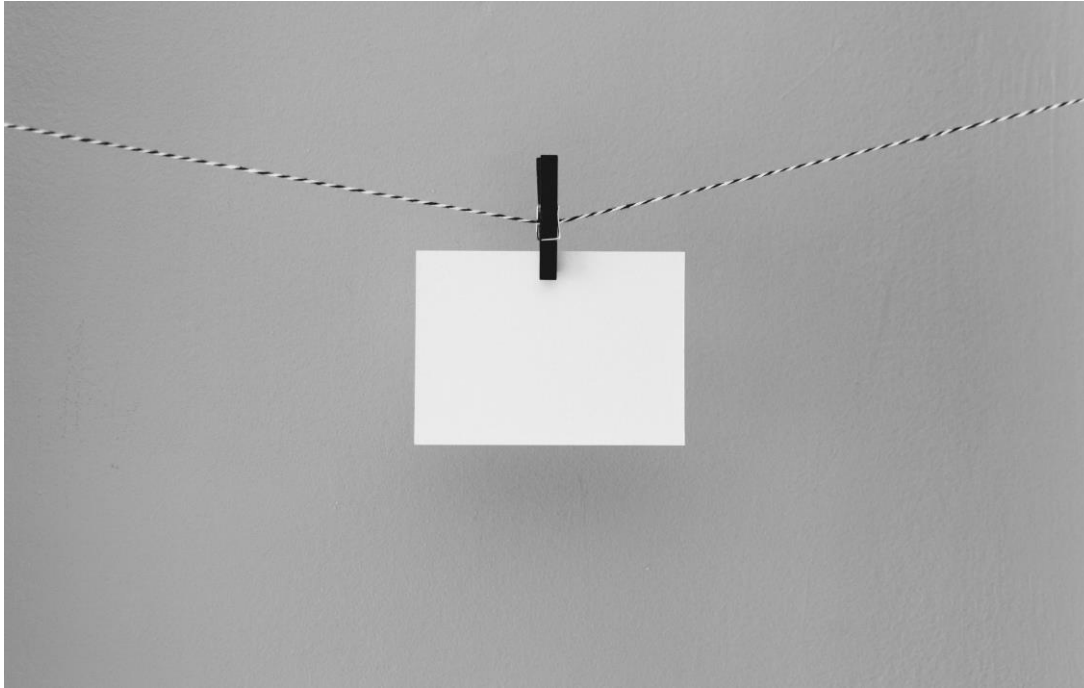
Your 3-5 tips can come from blog posts, emails, videos, PLR

What should your audience

- Read
- Watch
- Listen to
- Use (app, tool. Software, gadget)
- Do



What to Create?



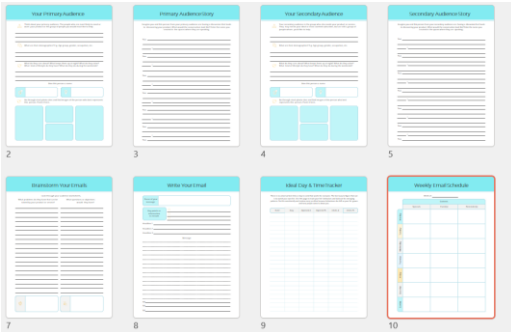
**Keep It
Simple!**

**There's
No ONE
'Right'
Gift!**





**Use Your
Strengths**



It's Not About Format or Tech

Keep it simple and short – KISS

Action-oriented – checklists, worksheets, workbooks, planners

Use, re-use what you've got – including PLR





Example - Health + Wellness

Maya is wellness coach who works with 40+ women who want to try a plant-based diet to improve heart health and lose weight.

Her audience is new to plant-based diets and want quality info, tips, and easy meals to incorporate into family dinners.

Maya likes writing plus doing social videos – but she’s still fairly new in her coaching biz.

Her next offers are a 90-day group coaching program and she has spots for 3 private clients

Yep - Use that PLR!

[CoachGlue](#)

[Piggy Makes Bank](#)

[Content Sparks](#)

[White Label Perks](#)

[Publish for Prosperity](#)

[Coach Ready Content](#)

[Thrive Anywhere](#)



Quick PLR Editing Tips



CHANGE THE
TITLE



ADD IN EXAMPLES,
SHORT STORIES



YOUR VOICE AND
STYLE



CHECK FOR FACTS,
STATS, LINKS TO
UPDATE



MAKE IT
ATTRACTIVE – BUT
KEEP IT EASY!

What to Call It

Keep it simple!

Do after you outline your gift

Who is it for, what does the gift DO for them

Focus on outcomes

Get specific



Title Examples

5 Best Resources for a No Fuss Raw Food Diet for Your Dog

The 5 Step Plan to Help Your Kid Prep for the SAT or ACT Without the Stress

7 Steps to Take This Month to Feel in Control of Your Business's Finances

5 ways for *[ideal client]* to get/achieve *[desired result]*]



Money It Up!

Yes - Monetize Your Free Gift

What's the logical next step to take with you?

- Evergreen, not time-sensitive, not live
- Share a special deal on your related offer
- Affiliate links, related resources
- Book a call, consults, discovery sessions



The Next Step

**SHARE AND
PROMOTE YOUR
GIFT!**

Coming Up Next ...

LET'S BRAINSTORM + CREATE GIFTS!

TIPS + TOOLS FOR EASY, ATTRACTIVE GIFTS