

# How to Make Your FREE Offer Irresistible!



by Rhonda Hess  
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&  
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at Prosperous Coach

[Listen to Prosperous Coach Podcast!](#)

My clients say I have a super power for helping coaches choose a profitable niche they love.

Hi, I'm Rhonda Hess, international business coach for coaches. **How did I get here ... mentoring coaches?**  
The usual way. Angels and surprises.



Three years into my own coaching business, a colleague on the board of the Denver Coach Federation asked me to lead the mentor coach team for Coach Training Alliance. Then, I designed their certified coach program.

It was natural for graduates of CTA to hire me to help them choose their niche and find paying clients — the two biggest challenges that all coaches face. And that inspired me to launch Prosperous Coach in 2006.

The first step is to identify your Zone of Genius and your ideal target audience — clues to a profitable coaching niche. Then we create messages and offers that help you stand out in the crowd and attract clients who pay well.

**Because it doesn't matter how great a coach you are if no one knows about you.**

If I were starting my coaching business now, I'd forego all those online group and mastermind programs that leave you confused about how to implement what you learned. Instead, I'd get private VIP support to custom make my business from the ground up. That's what I do for coaches!

If you're tired of trying to figure it all out on your own, let's talk. Go to [Work with Rhonda](#) and fill out the form. Then, we'll meet to get to know each other and see if we're a good fit.

Rhonda, you are more than a smart investment. You're a blessing to coaching! You helped me discover a coaching niche that feels authentic, create a signature program that speaks to my audience, develop web copy with a valuable freebie and more. Your approach, patience and brilliant ability to streamline my ideas was truly a gift.

— Shawna Warner, *Cultivating Resilient Teens*

## You have so much to offer ...

And, you want to become well known for the transformation you provide. Plus, you're more than ready to earn well and have a freedom lifestyle.

There are many smart strategies that will help you become the go-to coach for your tribe and enjoy a pipeline full of now and future clients.

One of them is to make sure that you have a smart conversion process on your website. It's like a thought provoking journey for your audience that begins with compelling intro copy, an eye-catching opt-in, and — most important of all — an irresistible free offer.



A well thought out freebie:

- grabs attention in seconds
- motivates sign-ups & downloads
- inspires immediate reading ... and pre-sells your Signature Program

It conveys that sense of rightness  
that YOU are meant to guide them.

And, because your freebie has pre-sold them,  
they want to meet and hire you!

**Is your freebie irresistible?** Take 10 minutes now to test it ...

### FIRST ... is your website sticky?

Did you know that in 6 SECONDS most people decide whether to bounce off or stick on a web page?

People make snap decisions like this hundreds of times each day. If your web page doesn't strike a resonant chord, visitors will bounce off your website and never come back.

Think about it ... how many times have YOU landed on a web page and left because you didn't QUICKLY see what was in it for you?

If YOU want your future clients to...

- **stay** on your website
- **read** what you've written there
- **engage** with your free offer, and
- **enroll** in your paid programs

... your website must be STICKY!

Want more help with this? [Listen to my Client-Winning Coaching Website podcast series.](#)



What makes a website sticky? RELEVANCE.

### What's in it for me?

Is this meaningful to me right now? How will it help me get what I want?

When people land on your website, they are in a trance and unconsciously looking for confirmation that they are in the right place.

To build relationships of trust and have future opportunities to connect with them, answer those questions *FAST!*

How do you capture the hearts and minds  
of the people you want to serve?

Find out exactly **WHAT** they want so much  
that they'll invest in your help to get it.

Then, make sure that every bit of copy shows them that **YOU** have the solutions they're looking for.

Take a moment now ... **look at your website through the eyes of your target audience.** *(Uh oh, you don't have a target audience? Well, that's a root problem that needs solving before you can have a sticky website and irresistible freebie! I can help you with that.)*

Now take the assessments on the next two pages to help you determine if you've got a client-winning opt-in and freebie.

Let's dive in ...



### TEST the attention-getting power of your opt-in now.

Your opt-in is where people sign up for your free offer. **If it's buried somewhere or lacking pizzazz, you're probably losing future clients!** Don't worry. You can fix it.

1. Is your opt-in findable on your website's home page?	YES – 5 points	
2. Is it colorful and eye-catching?	YES – 5 points	
3. Is there no more than 150 words of copy leading to it?	YES – 5 points	
4. Does your title raise curiosity?	YES – 5 points	
5. Is your title contextualized to your target audience?	YES – 5 points	
6. Do the words on the opt-in button relate to your offer?	YES – 5 points	
7. Is the opt-in button a contrasting color?	YES – 5 points	
8. Is your free offer a blog/newsletter subscription or a free session? If yes, zero out points accumulated so far.	<b>YES – 0 out all points above!</b>	
	<b>TOTAL POINTS</b>	

### Did I shock you with that last question?

Here's the reality ... people will pass up a free Discovery Session as the first introductory offer. It's like asking a first date to come meet the family — too intimate, too soon.

A subscription to your blog, tip sheet or podcast won't convert visitors to clients either. Those things are more of an add-on offer to stay in touch, build trust, and help you be seen as a valuable resource.

Your freebie should be an immediately downloadable and unique gift that contains enough real value while it also leaves them hungry for more.

### TEST the client-winning power of your freebie now.

Your freebie is an integral part of your offer funnel — a set of free valuable experiences that naturally builds a case for hiring you. [Before you create your freebie, craft a solid structure for your paid program — a Signature Program.](#) Your freebie uses that same structure so that it smartly dovetails into your paid program. It's easier than you think. I can help.

1. Is the topic urgently important to your target audience?	YES – 5 points	
2. Does it solve an acute challenge and help them get closer to a specific TANGIBLE outcome they <i>know</i> they want?	YES – 5 points	
3. Is the title compelling and emotionally evocative?	YES – 5 points	
4. Is the title and freebie content related to your paid offer?	YES – 5 points	
5. If you were your target audience would YOU jump at the chance to sign up for this freebie?	YES – 5 points	
6. Is your freebie immediately downloadable?	YES – 5 points	
7. Does it deliver real value and leave them wanting more?	YES – 5 points	
8. Does it have a strong call to action, such as a link to get on your calendar for a Discovery Session?	YES – 5 points	
9. Is it something they could get somewhere else? If so, zero out all points accumulated on this assessment.	YES – <b>0 out all points above</b>	
	TOTAL POINTS	

**Question #9 highlights the importance of strategizing your freebie** as part of your website conversion process. If the main topic of your freebie brings up dozens of links on a Google search, it's time to go back to the drawing board.

Is your freebie hot or not?

Will it inspire people to say 'YES' to working with you?

Now, total up your score from the two assessments ...

0 - 35		Not irresistible yet. It's time for a freebie makeover.
40 - 55		Getting warm. With a few tweaks it will <i>sizzle</i> .
60 - 75		Congratulations you've got a winner!

No matter what score you ended up with, trust that you can improve the attention-getting and client-winning appeal of your free offer.

An irresistible freebie is part of a strategic client attraction approach in your coaching business. **It begins with knowing what your target audience wants and will buy.** Once you know that, design everything — your messages, offers and web experience — to be magnetically attractive to your target audience.



**If you're tired of trying to figure all of this out on your own for your coaching business, let's talk.**

Fill out the form on [Work with Rhonda](#) and I'll reach out to set up a free get-to-know-you call. I'd love to help you get all of this right so you can earn more and market less!

A handwritten signature in black ink, appearing to read 'Rhonda Hess'.

Rhonda Hess  
Business Coach for Coaches  
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