

25 Types Of Freemiums To Get Sales

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Introduction

One of the absolute best ways to turn a prospect into a cash-paying customer is by offering them a freemium.

Definition: In case you're not familiar with the word, a freemium is a premium product or service offered for free as a way to promote a paid offer.

- Example: you might offer a “lite” version of your software for free, and then charge a premium for the full-featured version.
- Example: you might offer a 15 minute free consultations as a way to sell your month-long coaching offer.

Now, the reason why freemiums work so well is because you benefit in two ways when you offer freemiums to your prospects:

1. ***You get an email address (most of the time) in exchange for the freemium.*** And that means you can follow up with your prospects repeatedly to sell the paid offer on the backend, as well as promote related offers.
2. ***Prospects get to see first-hand what sort of value you offer.*** Once your prospects “sample” your freemium, they're sure to like what they see – which means selling them on your paid product just became a whole lot easier.

So what all sorts of freemiums can you offer to build your mailing list and start closing more sales?

I have listed 25 kinds of freemium ideas for you over the next several pages.

Take a look...

1. Audio

This can be an audio book or podcast you create using Audacity, or you can record from a webinar. You might offer one audio in a series as the freemium, and then upsell the full series on the backend.

For example:

- 7 Secrets Your Car Dealer Doesn't Want You to Know
- A Guided Meditation for Relaxation and Peace
- 27 Business Ideas for the Aspiring Entrepreneur
- 5 Clever Negotiating Tips for Buying a Home

2. Checklist

A good checklist makes an excellent freemium, simply because it's something that your prospects will refer to again and again. Every time they use your checklist, they'll see your call to action for your paid product.

TIP: Encourage your prospects to print off the checklist. Depending on what type of checklist it is, they could hang it on the wall or keep it in their pocket. For example, they might keep a workout checklist in their pocket at the gym, whereas they may hang a business-related checklist near their computer.

For example:

- A 27 Point Bodybuilding Workout for Kettlebell Enthusiasts
- 50 Point Inspection Checklist for Buying a Used ATV
- 101 Point Checklist for Starting a New Online Business
- 25 Point Checklist for Writing a Novel

3. Discount Coupon Code

The awesome thing about handing out coupon codes is that they tend to go viral. That's because there are entire forums and Facebook groups dedicated to sharing coupon codes, as people love sharing a good deal when they find one.

TIP: Offer a deep discount on a popular product, which makes it more likely the code will go viral. You might even consider offering a 100% discount. In effect, the product or service then becomes the freemium, but it's valued more highly because prospects can only get it free for a limited time.

For example:

- Coupon code for 40% off a copywriting home study course.
- A coupon code for 75% off a 15 minute fitness consultation.
- A coupon code for 100% off a resume-writing webinar.

- A coupon code for 50% off a health encyclopedia for dog owners.

4. Report or Ebook

This is a popular freemium, simply because it's easy for most people to create a report or ebook, convert it to the .pdf format, and offer it for free in exchange for an email address.

This is what I'm currently doing – thus, you're reading this report.

TIP: You can take a chapter or two out of an existing paid product to use as your freemium. Then sell the full product on the backend.

For example:

- How to Choose Running Shoes That Won't Break the Bank or Your Body
- Five Secrets for Lowering Your Golf Score
- What Dieticians Do When They Want to Lose 10 Pounds
- How to Quickly and Easily Set Up a Secure WordPress Blog

5. Email Course

The beauty of offering a multi-part email course as a freemium is that you're training your subscribers to open and read your email.

Now, there are a few different ways you can use your freemium email course to upsell a paid product, including:

- *Offer one tip a week out of a lengthy tips book (such as 101 tips). Serious people won't want to wait two years to get all the tips, so they'll purchase the paid product.*
- *Offer an outline or some of the curriculum of a paid course or coaching class. Your prospects will get a taste of what the course is all about and what sort of high-quality content you offer.*
- *Pull an excerpt out of an ebook and break it up into five to seven parts.*

For example:

- Five Short Days to a Housebroken Poodle Puppy
- 101 Sales Triggers Every Marketer Ought to Know
- Seven Steps For Picking the Right College For You
- Five Tips for Cleaning and Adjusting a 1960s Mustang Carburetor

6. Newsletter

Most folks who offer a freemium create something downloadable in exchange for an email address. Then they follow up via email and try to sell paid products on the backend.

Problem is, some people give bum email addresses just to get their freemium. This might be a disposable Yahoo or other free account that they never check, or it might even be a temporary

email account that self-destructs in a few days. Then the marketer wonders why his email list isn't very responsive.

So what's the solution? Offer your newsletter as a freemium. If your lead page gets people excited about the newsletter, they'll give you a good email address... and they'll keep opening and reading your emails.

For example:

- The Dog Owner's Newsletter for Raising Happy, Healthy Puppies
- The "Build a Stronger Marriage" Newsletter
- Weekly Tips and Tricks for Bloggers
- Investment Weekly: Finance Strategies for Investors

7. Toolkit

As the name suggests, a toolkit is a collection of tools you share with your prospects. These tools might include worksheets or planning sheets, checklists, mind maps, calculators and other apps and software.

For example:

- The Start Up Entrepreneur's Toolkit, which includes worksheets for brainstorming business ideas, budgeting sheets for funding the business, and checklists for getting the business off the ground.
- The Christian's Toolkit for Developing a Closer Relationship With God, which includes daily

devotionals and exercises for developing a more positive outlook and a loving heart.

- The Dieter's Toolkit, which includes planning sheets and a calorie-counting app.
- The Gardener's Toolkit, which includes planning sheets, a gardening checklist, and a graphs showing the best time to plant certain vegetables.

8. Quick Start Guide

This guide gives your prospects a quick and easy way to get started learning something in the niche, such as how to train a puppy. You can think of it as giving prospects the bare basics, and then upselling the full, in-depth training on the backend.

Alternatively, you can offer a quick start guide for software (such as WordPress), with offers for additional training and information about the general topic (such as blogging) on the backend.

For example:

- The Dieter's Quick Start Guide to Losing the First 10 Pounds
- The Blogger's Quick Start Guide for Installing and Customizing WordPress
- The Quick Start Guide to Training for Your First 5k Run
- The Backyard Farmer's Quick Start Guide to Raising Chickens

9. Infographic

An infographic is a great way to share a lot of data in an easy-to-understand visual representation. It also makes for a good freemium, because people may pass it around to their friends. Depending on what the infographic is about, your prospects may also refer to it often (which means they'll see your calls to action for the paid product).

For example:

- An infographic depicting common budget numbers for an online business.
- An infographic showing information about how long it takes to pay off high-interest credit cards and other loans (for those who're looking to get out of debt).
- An infographic showing the average time it takes for dieters to lose their goal weight in relation to how much they exercise per week.
- An infographic showing the real cost of buying a new home.

10. Swipe File

A swipe file is a collection of content pieces that people can use for inspiration to create similar content. The intent isn't to copy these pieces, but to use them as springboards to creating your own content.

For example:

- The Copywriter's Swipe File, which includes good headlines, sales letters, pay per click ads and other sales copy.
- The Career Builder's Swipe File, which includes cover letters and resumes.
- The Aspiring Novelist's Swipe File, which includes plot lines as well as queries for sending to publishers.
- The Professional Speaker's Swipe File, which includes jokes, openers and other content for speeches.

While the swipe file is used for inspiration, this next freemium is designed to be used and copied...

11. Templates

These are typically “fill in the blank” tools you can offer your prospects so they can create a content piece or form quickly and easily. These are designed for your prospects to copy, so be sure you create these templates yourself and give your prospects permission to use them.

For example:

- The Copywriter's Template Kit, which includes fill-in-the-blank headlines, openers, guarantees and other elements of a sales letter.
- The Landlord's Rental Contract Template, which is a fill-in-the-blank legal contract.

- The Car Dealer’s Template Pak, which includes templates for purchase orders, the bill of sale and other forms typically used in the course of a dealer’s business.
- The Fitness Boot Camp Template Kit, which includes advertising templates and client contracts for a personal trainer who is setting up a boot camp business.

12. Webinar Or Other Video

The great thing about offering a video as a freemium is that videos have a high perceived value, which means prospects will appreciate the great deal you’re giving them. Your video can take the form of a “how to” video, tips video, demo video, or most anything else that your niche wants.

TIP: You can offer access to a live webinar as a freemium, and then offer the recordings as a freemium to those who were unable to attend the live event.

For example:

- Three Easy Steps to Teaching Your Dog to Sit
- How to Use Your New Nikon DSLR Camera
- How to Get the Most Out of Your New Juicer

13. Planner or Calendar

People don’t just want to know the “step-by-step” of how to do something – they also want to know *when* to take these steps.

And that's exactly what a planner or calendar will provide for your prospects.

For example:

- A Yearly Planner for Info Product Sellers
- The Bodybuilder's 30-Day Plan for Preparing for Your First Competition
- The Weekly Planner for Homeschooling Moms
- How to Get Your Home Sold In Just 21 Days

14. Tools, Gear or Other Resource List

Another thing that your prospects will really enjoy getting is a list of the tools and resources you use on a daily basis in your niche. Your list can include the name of the resource, the pros and cons of the tool, who would benefit most from using the tool, and a link (or affiliate link) to the tool.

For example:

- 12 Parenting Books That Should Be On Every Parent's Bookshelf
- The Six Figure Seller's Most Trusted Tools and Resources
- The Beginning Mountain Climber's Gear List
- 17 Tools You Need to Start Your Yard Care Business

15. Private Facebook Group

A private Facebook group makes a great premium because it's a quick and easy way for you to offer group support for the topic of your choice. This makes a great freemium offer for a coaching upsell.

For example:

- Private Members-Only Motivational Group for Low-Carb Dieters
- The Six Figure Seller's Inner Circle
- The Cozy Mystery Writer's Critiquing Group
- The Grieving Spouse's Support Group

16. Trial Membership

A trial membership makes a great freemium, since it gives your prospects a taste of your membership site, software or other product or service. You can bet prospects will upgrade if they like what they see, and/or if they become dependent on your site or tool.

You can offer the membership for a set amount of time (such as three days, a week, a month or more). Alternatively, you can set the trial to expire after the prospect has accessed the site or software a predetermined number of times.

For example:

- Free trial membership into a product-creator's membership site, which gives prospect one full week to look around the site.

- Free trial for an autoresponder service up to 2000 subscribers, after which time the prospect needs to upgrade.
- Free trial into a PLR (private label rights) membership site for one month. Trial members need to upgrade to a paid membership if they want the licenses to continue reselling the content.
- Free one-week trial membership into a weight loss site which includes access to a private member's forum, a meal-planning app, a weight-loss guide, and an ever-growing collection of low-calorie recipes.

17. Quizzes, Surveys or Polls

The cool thing about using a quiz, survey or poll as a freemium is that it aids in having prospects step-forward and identify themselves as part of your target market. If you use surveys or polls, you can also use this freemium to collect data on your market.

For example:

- Which Movie Hero Are You? (This would be a good freemium for selling movies on the backend.)
- Who's Going to Win the Next Election? Take the Poll Now... (You could sell party-specific election gear on the backend.)
- What Kind of Dog Would You Be? (A good freemium to use for upselling dog books and supplies.)

- What is Your Idea of a Dream Vacation? (You can sell vacation tour books or even vacation packages on the backend.)

18. Contest

The idea here is to offer a free contest where entrants have a chance to win your products.

Here are a few contest examples:

- Win One Hour of Free Business Consulting With Marketing and Product-Creation Expert Jimmy D. Brown
- Get Up to Seven Chances to Win This Year's Hottest Video Game Guide
- Enter For Your Chance to Win The Organic Gardener's Toolkit
- Who Will Win Free Tickets to The Tennis Skills Weeklong Training Camp?

19. Online Tool or Software

Access to online software (sometimes called SAAS, or software as a service) makes a great freemium because prospects can sample a "lite" version of the software and then upgrade to the full version if they like the tool.

For example:

- A lite version of a landing-page generator tool that has limits on the template designs, colors and other

features available to users. (Users need to upgrade to the full version to get access to all the features.)

- A lite version of meal-planning software, which counts calories but doesn't balance carbohydrates, proteins and essential fatty acids.
- A lite version of accounting software which limits the number of business expenses or other entries.
- A lite version of a trip-planning app which only allows travelers to plan visits to two cities.

20. Cheat Sheet, Mind Map or Blueprint

These sorts of freemiums give your prospect's an overview of how to do something, but they don't tell them how (exactly) to complete each step. That's why this freemium is a good choice for when you're selling in-depth how-to information on the backend.

For example:

- The Savvy Saver's Cheat Sheet for Creating a Household Budget
- The Aspiring Novelist's Blueprint for Writing a Bestselling Thriller
- The Entrepreneur's Business Brainstorming Mind Map
- The Dieter's Cheat Sheet for Dining Out

21. Case Study

A case study is where you provide the exact progress and results you or someone else achieved using a particular product or service. The reason why this works so well to sell a product is because it naturally provides proof a product works, so it overcomes the prospect's main objections. Just be sure to present a lot of hard proof such as pictures, videos, screenshots, measurements or similar evidence.

For example:

- You can present an eight-week case study showing how well a body transformation program works.
- A one month case study showing how much money a marketer made selling Amazon affiliate products.
- A three-day case study showing how a golfer lowered his golf score by using a certain set of clubs.
- A one-day case study showing how an amateur photographer took better photos after taking an online photography class.

22. Interview

This freemium has a lot of flexibility, as you can offer a text, audio or video interview. Ideally, you should be the person being interviewed (you can ask a colleague or friend to do be the interviewer), and then you can sell your product on the backend. If you're promoting affiliate products, then ask the vendor if you can interview him or her to create a freemium.

For example:

- An interview with a fishing expert, which reveals three tips for catching trophy trout.
- An interview with a panel of weight-loss experts, including a nutritionist, a personal trainer, and a doctor.
- An interview with a professional copywriter to share insider tips and tricks for writing great copy.
- An interview with a veterinarian to learn to identify common signs of cat illness or pain.

23. Personal Consultation

This is where you offer a short email, phone, or Skype consultation on a specific topic. You can sell anything from home study courses to additional paid coaching sessions on the backend.

TIP: If you're selling coaching on the backend, then offer to continue the coaching session with a first payment. This works best if you've answered a lot of the prospect's questions during the consult (so that they see the value you provide), yet you leave some questions unanswered so that the prospect has a desire to continue the session.

For example:

- A 30 minute consult for non-traditional college students to help them determine the best way to finance their education.
- A 15-minute tax consultation to help a small business owner find legal deductions.
- A 30 minute marketing brainstorm for entrepreneurs.

- A 10 minute consult for dog owners to ask one dog-training or health question.

24. Loyalty Program

You've seen these sorts of freemiums plenty of times out in the brick and mortar world, such as the hotel that gives you free nights when you collect enough points, or the coffee shop that gives you the 10th cup of coffee for free.

A loyalty program works really well to turn existing customers into repeat buyers, because now the buyer has an end goal in mind – to accumulate enough points or purchases to get a freebie.

For example:

- Buy six cookbooks within one year, and get the 7th one for free.
- Remain a paid member of a PLR membership site for 12 full months, and get two months for free.
- Buy nine personal-training sessions and get the 10th one for free.
- Get one point for every one dollar spent in an online gardening store, and exchange these points for gift cards.

25. Assessment or Test

An assessment or test is another freemium that works to get prospects stepping forward to identify themselves as prospects.

This test tends to be a serious assessment, rather than a “just for fun” quiz (as mentioned previously in this report).

For instance, you could have an assessment where people find out their relative risk for having a heart attack. You can then offer a health and fitness guide on the backend to those who scored a moderate to high risk.

TIP: Another benefit of this sort of freemium is that you can use it to segment your mailing lists depending on the results of the quiz. For example, if you run a mailing list for people who suffer from anxiety or depression, you can offer an mental-health assessment that segments prospects into those who suffer from anxiety, those who suffer from depression, and those who suffer from both.

For example:

- What Is Your REAL Age? (Test that assesses lifestyle factors to determine how “old” someone is – you could sell health and fitness products on the backend.)
- What Is The Best Dog for You and Your Family?
- Are You Ready To Get Married?
- What Is The Best Career Choice for You?

And now let’s wrap things up...

Closing Thoughts

So there you have it – you just discovered over two dozen ideas for freemiums you can use to build your mailing list and to

convert more prospects to customers. From ebooks to trial memberships to consultations and more, there's plenty of freemiums you can use to start growing your business more quickly.

Let me offer you one final tip:

You don't even need to create these freemiums yourself.

- If you're short on time, you can create some of these freemiums (like ebooks) from private label rights content.
- For other freemiums (like software), you can scout out trusted freelancers on sites like elance.com to create 'em for you.

There's no time like the present – so start planning and creating your freemium offers as soon as possible.

Because the sooner you do, the sooner you too can start growing your business!

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