

50 Freebies to Give Away for the Opt In

If there's one thing that makes it easier for you to grow your list quickly, it's to give away something valuable in return for the opt-in. If you're not sure what to give away, here are 50 ideas to get you started.

1. A free PDF. Give them a report on something or a brief guide on something.
2. An audio content download. A lot of people prefer to listen to audio in their cars or on their lunch break, instead of read.
3. A video download. Videos have higher perceived value than audio.
4. A coupon or discount code. This is perceived as almost as good as cash, especially if they plan on buying.
5. Free membership. Especially if the membership is normally paid.
6. Access to a forum or discussion area. People will sign up just to get access to the advice and conversations in the private area.
7. Tips. Give away a giant list of tips. For example, "101 Tips for a Better _____."
8. Tools. For example, if you run a graphic design site, give away Photoshop brushes for the opt-in.
9. Excel spreadsheets. If you run a weight loss site, give away a spreadsheet that makes it easy to track workouts.
10. A web application. For example, give away a tool that lets homeowners calculate their mortgage amortization.
11. A physical DVD. This works for high end products, such as \$2,500 stock trading courses. Giving away a physical gift is a great way to build trust.

12. A guide to buying something. For example, write a buyer's guide for choosing which Android phone to purchase.
13. PLR content. Give away content that your audience can give away to their audience.
14. A checklist. For instance, give people a checklist on what to look for when buying a new computer.
15. A free preview. For example, give people the first chapter of your book for free.
16. Give annotated, edited or better formatted public domain content. For example, Napoleon Hill's "Think and Grow Rich" is in the public domain. You could format it to your industry and give it away for free.
17. Answer a problem in their mind. Dive deep into it and make sure it's completely answered.
18. Construct a course. For example, a 7-step course to meditating. Deliver it in one email a day.
19. Rant. Give away your controversial thoughts on the industry.
20. Link to your best posts. Basically give away a report that's really a guide to your best resources.
21. Give a recipe. People are always on the lookout for a great recipe.
22. Do a screencast. Record your video screen and give away the video. Use it to teach something on your screen.
23. Do a Prezi presentation. Prezi creates graphically stunning presentations that catch and keep attention.
24. Give away reference material. For example, for a copywriting course, give away 10 examples of the best copy ads in history.

25. Talk about mistakes to avoid. For example, “7 Mistakes Car Buyers Make When Shopping for a Car.”
26. Interview someone in your industry. If it’s a recognizable name, you’ll get a ton of opt-ins.
27. Access to a live webinar. They have to sign up now to get the time and phone number.
28. A recorded webinar. You can make it seem like a time-limited webinar.
29. A free teleseminar. Again, people have to sign up immediately to ensure they get a spot.
30. A printable workbook. People fill as they learn. Writing down lessons helps boost retention.
31. A screen saver. If you’re in the pet industry for instance, a screen saver of cute cats could go over very well.
32. A free iPhone or Android app. This is especially appealing if the app is paid by default, but they can get it free by signing up.
33. A free Kindle book. Again, it’s more appealing if it’s usually a paid book.
34. Access to you. For example, promise to answer a question via email for anyone who subscribes.
35. A free consultation. This has high perceived value, but is only worth it to you if you’re allowed to record it and turn it into a product or marketing material.
36. Give away a game. Make it educational so people learn as they play.
37. Access to a contest. People have to join your email list to participate in the contest.
38. Get blog posts in their email. If they love your blog, this alone could be enough.

39. Deal reminders. If you frequently do limited time deals, let people know that.
40. Random giveaways. Give a prize away to someone in your list every week or every month. Use this to entice people to sign up.
41. Members-only events. If people want to come to the event, they have to sign up.
42. Give them an opportunity to make money. For example, by posting your content on their Facebook wall. Again, they have to opt-in first.
43. Give a mystery gift. Don't tell people what they'll get before signing up, just tell them it's something good. Or tell them what it'll do for them, without saying what it is.
44. Give away something completely off the cuff, but something that people would want. It doesn't always have to be in your industry to be interesting. This tends to work in "over gifted" industries like internet marketing or weight loss.
45. Give them something they'll use every day. For example, a list of foods to eat and not to eat.
46. Give something that helps repair something. For example, a guide to fixing a slow computer, or a software tool that does the same. If it's a problem they have, they'll gladly opt in to get the tool.
47. Your old content. Lock your old content so people have to sign up to get access to it.
48. The second half of an article. For example, you might give Page 1 of an article away for free, but people have to sign up to get the second half.
49. A song or something they can listen to. For example, binaural beats or a motivational song.
50. Statistics. Give away a detailed report about little known statistics in your industry.

Work on one idea and then move onto new ones. The more valuable offers you have, the more new targeted subscribers you can bring in.