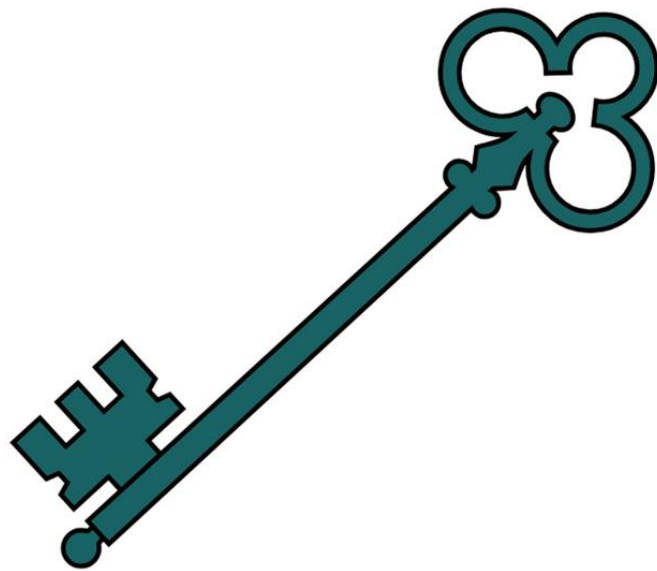


Free Report Template

For Your Lead Generation Strategy



Compass  Consulting
Donna Lynn Price

Welcome. Welcome!!

Having free offers is a great strategy for building your list and your prospects or leads. BUT the offer needs to have value and solve a problem that your target audience has. If you are off the mark, then it will not be as beneficial to your business growth goals. The free opt-in is a key to building your list.

Remember, **the Money Is in The List!**

This template gives you a good framework for creating a free report for your target market. There are several key elements that you want to include in your report.

Use this template as a guide for generating your free report.

I am here to help you and help to distill how this can work for you.

Let's get started!



Donna Price
Founder and CEO

Compass Rose Consulting, LLC
<https://compassroseconsulting.com>

Members of the [Womenpreneur's Resource Center](#) gain access to almost every course at CRC as part of their membership.

Attention-Getting Title: Benefit Laden Subtitle

(INSERT IMAGE THAT CREATES A
MENTAL PICTURE OF THE BENEFIT)

Instruction: Your title page can be a graphic, text or both. Include a title that gets attention and a subtitle that includes a benefit for the reader. For example: "Miracle Abs for Every Day People: How to Get Flat and Firm Abs in Only 5 Minutes Per Day".

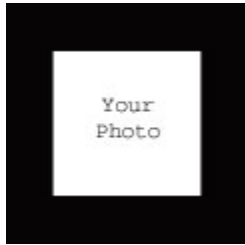
Also Include:

- Your logo for branding purposes.
- An image that creates a mental picture of the benefit. In our example, we might have a picture of an average man or woman with good looking abs. If the target is woman, perhaps a busy mom on the beach with her kids, wearing a bathing suit that shows her abs.
- Author name
- Website Address

Make sure to create matching promotional graphics. Include the word "Free" on your promotional graphic to get attention.

Author
Website Logo and Website Name

Attention-Getting Headline: Ex. Flat Abs...At Last!



This is your introductory page that you can add a couple of paragraphs too Introduce yourself and/or your company and why you created this report. Start out with something like *“Congratulations on taking the first step to flatter abs. I’m June Cleaver and have been helping people flatten their abs and get into better shape for the past 7 years” etc.*

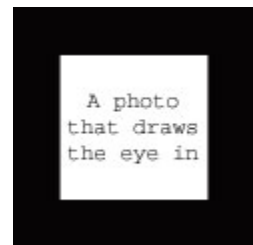
The key here is to establish your credibility.

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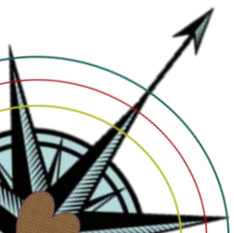
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When You’re Ready to Move onto the Next Step... (or other subheadline)

Include a product promotion on this page. Tell them that the report is going to explain [XXXXX], but when they’re done, they should pick up your product, sign up for a list, claim a free sample, etc.



Add a photo that draws the eye in here. Not necessarily a product photo as you may not want to shove a product at them at this point. You want them to just start thinking about your offer and keep it in their mind as they read your report. For our flat abs example, we might show



FREE REPORT TEMPLATE

someone working out or something else that will cause the reader to stop and notice this part of the page.

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Now, let's get started...

Attention-Getting Headline for Report Body

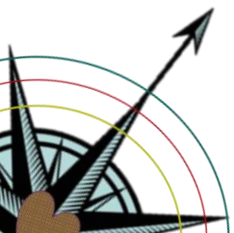
Get into the report and deliver what you promised. Make sure you shape the content of your report around its ultimate purpose and the offer you are making. In our flat abs example, we want the read to sign up for the complete abs system, so we will mention it throughout the body of the report and show how getting the complete system will ensure the reader exercises safely, saves time and get quicker results.

If your report delivers plenty of value, the product promotions will come naturally and will keep your product in mind as the reader consumes your free report.

Your report should help your reader solve a problem, but the product you are promoting should be the ultimate solution.

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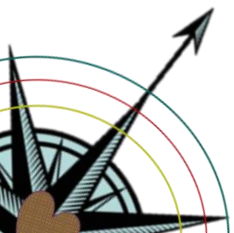
Conclusion Headline.

Try something like “What to Do Next” to encourage action

Recap what was included in the report, give them encouragement and tell them what the next logical step is (to buy your product, of course!).

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Re-introduce your product with more detail, include benefits, a product photo, etc.



Subheadline with Product Benefit

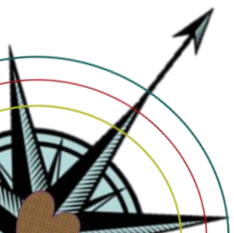


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- Product benefit
- Product benefit
- Product benefit
- Product benefit

Tell them how to get your product and include another reason why.

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FREE REPORT TEMPLATE

It is time to brainstorm what would be helpful to your audience? The best way to get this done is to get started. So, what is a service or product you have that solves a problem your target market has? Can you create a report or checklist or something free based on that but not give it all away!!

If you need help figuring out what that would be, schedule a brainstorming call or post your ideas in the Facebook group and get some feedback.

Schedule YOUR brainstorming session today!! I would love to talk with you!!

All the best,

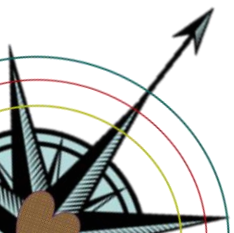


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Schedule your call today!!



- * During this call we will:
 - * Look at your business right now!
 - * Review your business services and products.
 - * Create a plan to accelerate your results.
 - * Leave with an action plan for business.

CompassRoseConsulting.com/Brainstorm

