

Action Step: Create Your Big Banana

Mission: Create a piece of content that people will want to receive for free in exchange for their email address

Why: Developing a relationship over email is the best way to convert people who love what you do into clients. In order to get that email address, you have to give them something valuable in exchange.

Big Banana At a Glance

Title: _____

Format: e-book Toolbox of Resources Special Discount Free Training Series Other

Delivery System

_____ Link in the final “welcome” email for video, e-book, toolbox

_____ Email auto-responders set up for a free training series

_____ Special code or coupon designed/assigned for discount and coupon offers

Creating Your Big Banana

Material Already Created: Yes No

If no, date by which material should be complete: _____

Specific steps needed to complete material:

_____ Ask your audience what they want, and give them a few possibilities to choose from

_____ Decide on a topic

_____ Decide on a format

_____ Create an outline

_____ Create the content

_____ Edit the content

- _____ Create a delivery system (link in welcome email, coupon, or auto-responders)
- _____ Update your email sign-up box text with description (and image, if possible!) of new free-in-exchange-for-email material
- _____ Celebrate! Your potential clients will love the serious awesomeness you've just created for them!