

Play Blueprint: Free Guide Download



Why Run It: To collect leads AND validate your expertise.

Who It's For: Any business can benefit from using Free Guide Downloads no matter what industry they're in. This is the place to be open minded and creative! Remember, you don't have to teach your readers how *your company does something* – you might simply be showing them how something *can be done*. A Free Guide Download works whether your guide is How To Choose the Right Server or How to Change your Tractor's Oil (B2B or B2C)

 Implementation time: 20-30min

Play Snapshot

Many users agonize over creating a free guide, but we'll address the actual content creation ideas a little later.

The point of this whole play is simple: to show prospects what you know and to give away some specific, critical bit of your expertise. Think of this as an “ethical bribe,” because, in exchange for the knowledge you're sharing, they are giving you their email address. From there, you'll automate a follow up sequence to upsell the prospect within your specific business model.

The best part of this play is that, as an expert, you already know what people keep asking you about, so the content of your guide is easy to create. By automating the entire process, you never have to remember anything, and your knowledge really pays off in terms of building rapport with prospects, demonstrating your willingness to serve others, and, when you structure this play properly, more sales ... automatically!

The real benefit of running this play is you'll be bringing in new leads to your database from outside traffic sources – that could be social media marketing, personal networking, or other organic means. As a result, it's critical that

you remember to set up tags to properly document where a lead came from as well as the fact they downloaded this guide.

As your new prospect consumes the material in the guide, you'll be automating follow up to them, creating the opportunity for upselling products and services in your business.

Pro Tip: It's easy to fall into the trap of providing "too much" or "too little" content in your Free Guide. As a rule, you want your prospect to be able to easily consume the content, but you also want them to get actionable material. Don't make "clickbait" that is going to leave them unimpressed with your knowledge, but at the same time, don't teach them how to build a watch to simply learn what time it is.

[Quick Start Guide](#) 

[Play Action Plan](#) 

[Automations Bank](#) 

[Measuring Success + What's Next](#) 