

# How to Create a Giveaway Doc

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Introduction,

Hi! I'm Sean Mize, of ConsultantScale.com

In this document, I'll share with you how to quickly and easily create your own giveaway document for your website, quickly and easily.

Keep this really simple, that's why this document itself is so simple, so that you can see that it's simple.

The reason is that I find many clients get stuck on this step because they are missing design experience, etc, but frankly speaking you don't need to let that hold you back.

So let's get started:

I like to include a sample of my best work in my giveaway, because many times it's a prospect first touch (or 2<sup>nd</sup> touch if you count the blog post, article, or video that got them to this point)

## What is your best work?

Why give away my best work?

Your giveaway is your first impression.

First dates, first job interview, first day at work, first ANYTHING . . . you always give your best.

Should it be any different online?

How much can I give away on the first touch, so that I reserve all my best stuff for when they pay?

I believe that 's backwards.

You see, people pay when they see your best and want more.

They pay when they see your best stuff and want help implementing it.

YOU are a coach or a consultant.

In the role of coach or consultant, you teach.

But are you a teacher?

Certainly not first and foremost.

Imagine a model where you teach first, then they hire you to guide their implementation.

Why NOT give away your best stuff on the first touch?

And by the way, if you are writing a 5 page doc, and if on that 5 page doc, giving away your best stuff means you have no more best stuff left, you aren't really the expert you think you are.

Think about that, how much do you know?

1000 hours of info?

1000 ideas?

100 ideas?

What percentage of that is your best stuff?

By definition, the top part of it . .

Maybe 10%.

If you give away 3 of your best 100 ideas . . . it still leave 97 best ideas PLUS everything else you know.

Conclusion: Don't worry about giving away your best stuff.

## Examples:

### Video:

Your best work might be the scripts to use to open and close videos, presentations, TV shows, podcasts, or radio shows.

Your best work might be a guide to video presentations and how to come across strongly virtually

### Health:

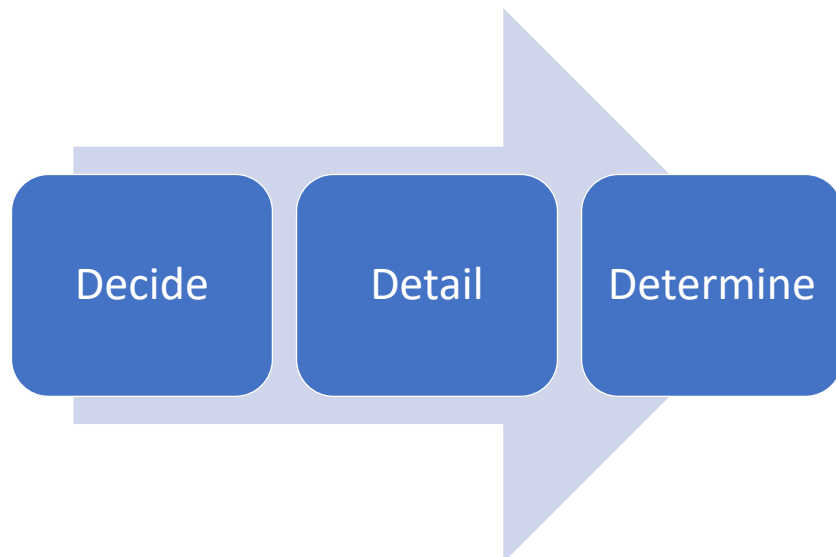
Your best work might be your top solution to the problem that you solve

### Business:

Your best work might be outlining the flow of what you teach

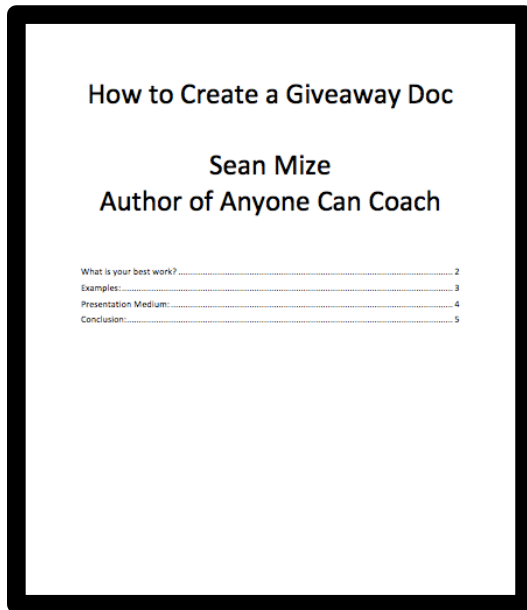
## Flow charts

Here is an example:



Images

Give away doc:



Graphic demonstrations of what you teach or do

Presentation Medium:

Checklist

Manual

Document

Short Book

Short Ebook

Scripts

Templates

Worksheets

Examples

## Conclusion:

Just using this pdf doc as a guide or an example, by writing an introduction, something about your topic, creating a few images, and having a call to action, you have created your basic introductory giveaway.

Here is an example of a call to action for your giveaway:

If you would like help creating a giveaway or other parts of your consultant selling funnel, why not book a complimentary call with me or my team so we can evaluate what's missing and what you need to take your consulting business to the next level:

<https://affluentconsultant.com/15minutecall/>

To your success, Sean Mize  
Author of Anyone Can Coach