

# No Cost Income Stream Blueprint

## Part 52: List Building - Creating Free Offer

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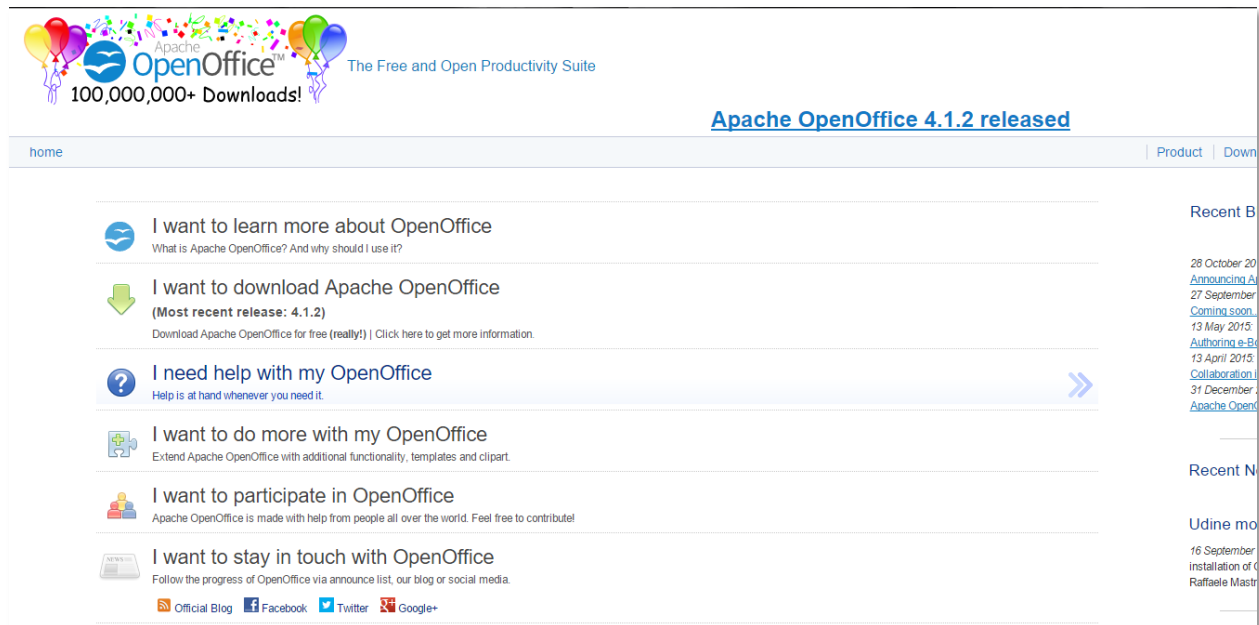
In practical advice books, like anything else in life, there are no guarantees of income made or any other specific results. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

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This is **part #2** of the No Cost List Building system. This is where we will teach you to **create your free offer**. You will be able to use it to start generating your opt ins. **The free offer is what will entice people to get onto your list.** Sometimes, it is referred to as an ethical bribe. We are going to go over several different things that you can offer people. They are very easy for you to put together. They will enable people to gladly enter their name and email to get that offer.

**The first thing you can offer is a free report.** It can be short, 7 to 15 pages. Do your research on your niche market and look for questions that people have within that niche market. Find ways that you can solve them. Do the necessary research just like you would if you were writing a report for school. Most everyone has done something like this in the past. This won't kill you, it won't crush you. It is completely free too as you are putting in the sweat to get it done.

You can write it in **OpenOffice** which is free at [www.openoffice.org](http://www.openoffice.org) or you can use **Microsoft Word**.



You can also use Google Docs which is free to create your free report. **You want to save it as a PDF.** Another thing you can do is a free report with a series of articles. This is different as you go to popular article directories such as EzineArticles, GoArticles.com, and Articlesbase.com.

You can copy and paste articles that are related to your niche market. Only use the highest of quality articles to do this. Paste them into a file with a word processing solution. This becomes your report. You have 5 or 6 articles that help people with their problems. The only thing to remember here is to put the link back to those articles. You need to give credit where credit is due when you use them.

As long as you do this, you are able to have a simple way to jump into any niche market that is potentially profitable. **You can also give a free report with a set of YouTube videos.** You can use your own videos or you can use someone else's as long as you again give them credit. You can summarize the video content and then give the link for the videos.

This is your research done without you being an expert on the topic. This gives you the ability to really tap into any market. It also gives you a quality free product that you can give away to entice people to opt in. You can offer a free report with a set of quality instructional videos. You can find videos on Wiki How or other how to site.

**You can offer free email series that you write.** This gives you the ability with a free email series to send information daily over the course of 7 days for examples. With the articles, you can do the same thing and give them one article per day once they sign up to your list. This gets them to see your name and information in their INBOX each day.

**You can also give them a free e-book that you made from PLR content.** With PLR you have the right to rebrand or reuse as you see fit. Just make sure that the terms and conditions do allow you to give it away for free. You can Google search for free PLR to make sure. You may have some PLR on your hard drive so look there. I would at least recommend changing the name of it and add in your own research. Add some videos to the end too and you can create a great free product to give away.

**You can also link to high quality training you have on YouTube.** Instead of putting all of your YouTube videos in PDF, you can send out a series of emails. You will do this with your high quality videos that you have found. Each day or every few days, they will get a new YouTube video link from you with a solution to your niche market.

You can create them or not, but in the future you do want to create them. It will give you more credibility and more traffic. In the beginning though you can send out videos that you didn't create to get started.

Again, use Microsoft or Open Office writer for your content creation. You can also download OpenOffice Impress which is similar to PowerPoint. **Make sure you save your file as a PDF when you are done.** It will make it more accessible to people. That is more universal and people can use it. They also can't modify it either.

**Within your content, include your affiliate links so you can get credit for making referrals to other products as well.** Incorporate your affiliate links in the beginning and again at the end. If you do a whole report, refer to some Clickbank products that you can be an affiliate for. They will listen to your solution and you will get paid for any such sales.

**After you create your free offer, you need to upload your PDF. This is step #3.** You want to get people to land on your opt in page. They will enter their name and email. Then they can get an autoresponder message in their email that tells them where they can go to access that free item.

You want to upload your free PDF to deliver to your target market. This is the link you will send your subscribers to. Here is a list of popular places where you can host your PDF content:

- [www.slideshare.net](http://www.slideshare.net)
- [www.pdfcast.org](http://www.pdfcast.org)
- [www.edor.com](http://www.edor.com)

Make sure you use keywords with them so that you can get more traffic. Consider uploading your documents to any of them, they are free.

**Ultimately, once you start to make money you will want to get your own web hosting in place.** Then you can upload your PDF there and you won't need to worry about the changes to the terms and conditions of such sites.

This is a great way for you to get started. It is simple and it is free. You can use any of them. You can also Google free document sharing websites and you will find plenty. The next action step is to get out there and start creating your free offer. If you need to go back and visit this lesson again, do so. Create your free offer so you can start building that list!

## Special Bonuses:

1) How to build a real Internet business (Thousands of people have taken this free course and succeeded!)

[Click Here to Get Your FREE Bonus Lessons](#) (\$197.00+ Value)

2) \$100/Day Complete Video Series for FREE - [Click here](#)

3) FULL TIME Income from PLR - FREE download - [Click here](#)

## Resources for you:

1) [Coaching for Success Online](#) – Coaching from three real-life marketers, and the reseller content for you to start selling right away!

2) [Domain registration](#)

3) [Web Hosting](#)

Coupon Codes:

TAKE25PERCENT (25% off your entire first bill. Hint: prepay for a year or two and lock in the savings!)

HOSTINGSECRET (\$9.94 off)

REALRESELLER (\$24.94 off reseller account)

4) [AWeber List Hosting/Management](#)

(The paid hosting options are not required for this No Cost Income Stream method, but if you can afford it they are highly recommended for the long term success of your business.)

5) [Push Button Marketer](#) - Automates tasks like email, writing, creating websites, checking stats, blogging, website maintenance, posting ads, research, product reviews, and so much more.

## Recommended Websites:

Eric Holmlund – [www.EricsTips.com](http://www.EricsTips.com)

Paul Counts – [www.PaulCounts.com](http://www.PaulCounts.com)

Jeff Wellman – [www.IMSuccessTips.com](http://www.IMSuccessTips.com)