

HOW TO CREATE A FREEBIE FOR YOUR WEBSITE

GUIDE FOR PHOTOGRAPHERS

WHAT YOU NEED:

- free resource (aka freebie / lead magnet)
- email service provider (I use <u>ConvertKit</u>)



FREEBIE:

Think about how you could provide value to a bride that is in the beginning stages of planning her wedding. What would be helpful for her to know from a photography stand point? This is your opportunity to educate a prospective client before you even get to work with them. A good place to start is to think about some of the most common questions you get from your brides during the planning process.

Here are some ideas to help you brainstorm:

"Free Wedding Planning Checklist" "What to Wear to Your Engagement Session" "How to Create a Wedding Day Timeline that Works"



Once you have decided on a topic, create an outline of what you want to cover in your freebie and type it out in a document on your computer. When you're done, choose a template in Canva and start designing your freebie. Then simply export it as a PDF and you're done. Easy!

© ALINA THOMAS | www.alinathomas.con

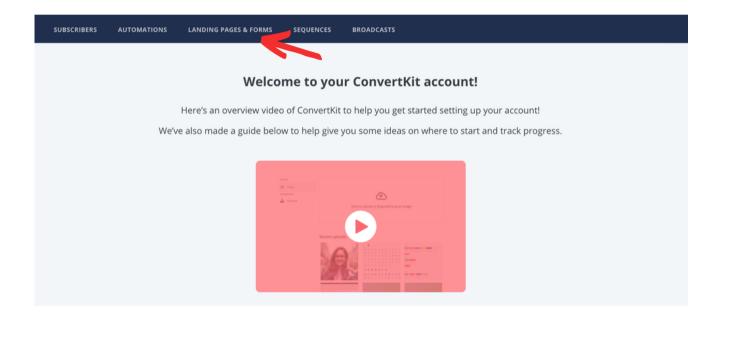
Caps

shift

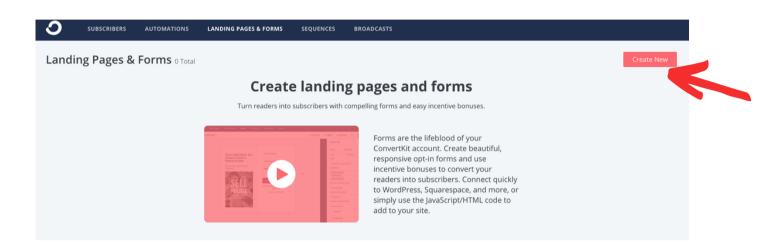


EMAIL SERVICE PROVIDER:

You need an email service provider to be able to capture the bride's email address so you can send her your free resource. After trying numerous email service providers, I found <u>ConvertKit</u> to be the easiest and most user friendly platform. If you want to give it a try, you can start a free trial <u>HERE</u>. 1. After you create an account, it's time to create your first form. In order to do so, you want to click on "LANDING PAGES & FORMS".



2. In the new window, you want to select "Create New".



3. In the new window, select "Form".

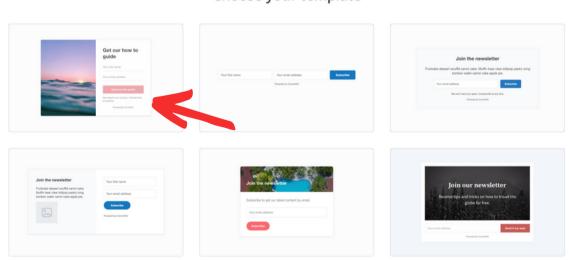
How do you want to gather subscribers?	
Form 🛅 Landing Page	
You can embed a Form anywer and A landing page can capture email your website, sales page, or land the addresses and is hosted by ConvertKit or page that you host yourself.	

4. Next, select "Inline".



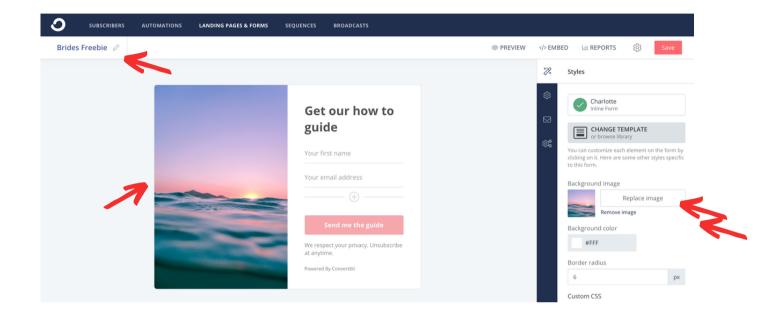
Choose the display format of this form

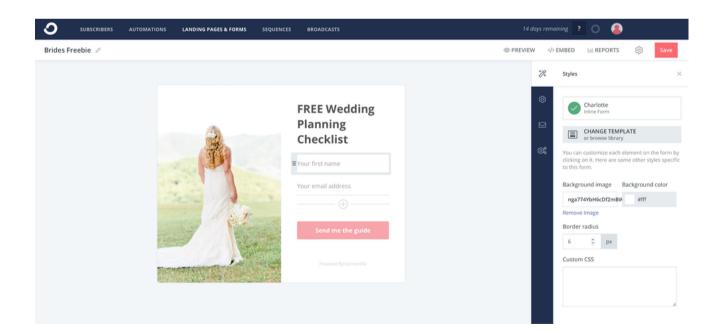
5. In the new window, choose the template that you'd like to use.



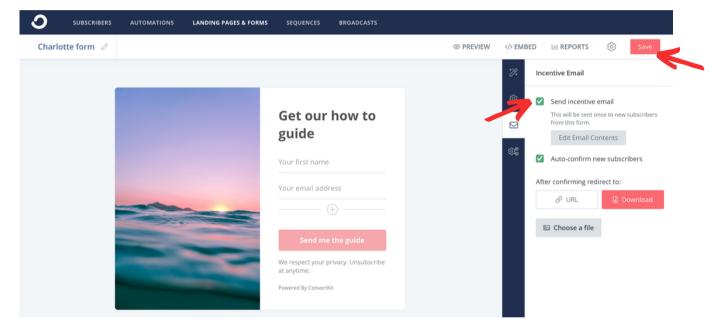
Format: Inline (change)

6. Customize your form.

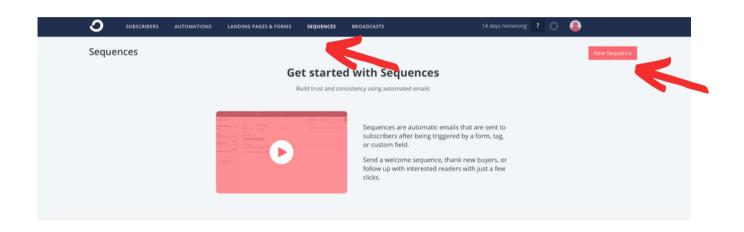




7. Deselect "Send incentive email" because we are going to take care of that at the "sequence" level. Don't forget to click "save" when you're done.

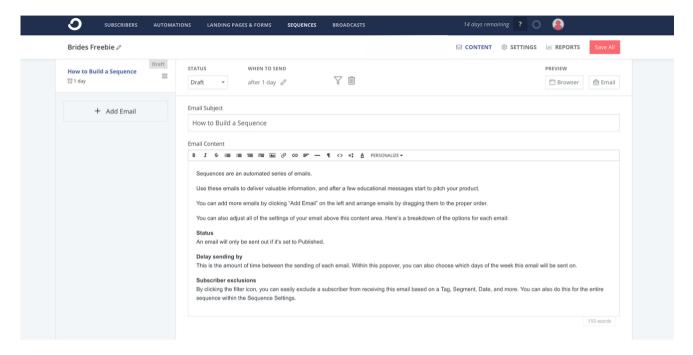


8. Create your email sequence. To do this, go to "Sequences" \rightarrow "New Sequence". In the new window, give your sequence a name like "Brides Freebie".

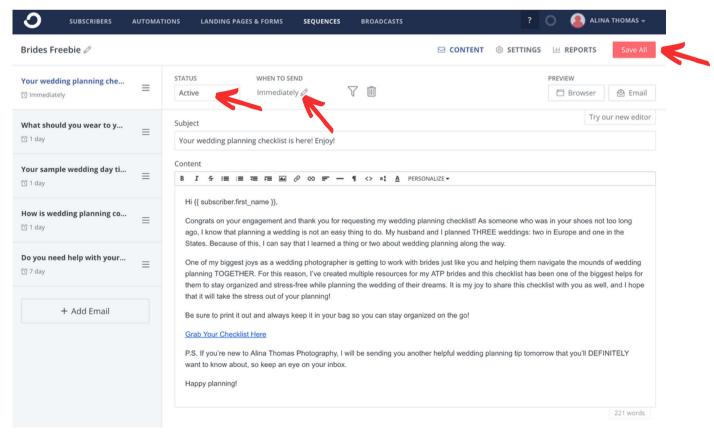


0	SUBSCRIBERS	AUTOMATIONS	LANDING PAGES & FORM	SEQUENCES	BROADCASTS	14 days remaining 📍 🔘	<u>ا</u>
			Se	quence Name			
				Brides Freebie			
				Cancel	Create Sequer		

9. Customize your email sequence. Add as many emails to your sequence as you want. I personally have 3 value adding emails, 1 personal email, and 1 follow up email.



When you're done, make sure to set the status of your emails to "Active", and also schedule when you want your emails to go out.



Here's what my own email sequence looks like:

Email #1 [send immediately] Subject Line: Your wedding planning checklist is here! Enjoy!

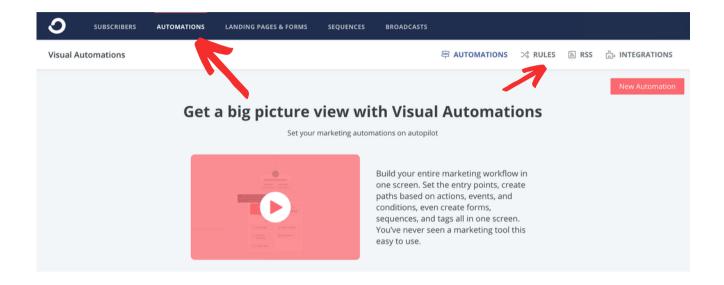
Email #2 [1 day after last email] Subject Line: What should you wear to your engagement session?

Email #3 [1 day after last email] Subject Line: Your sample wedding day timeline.

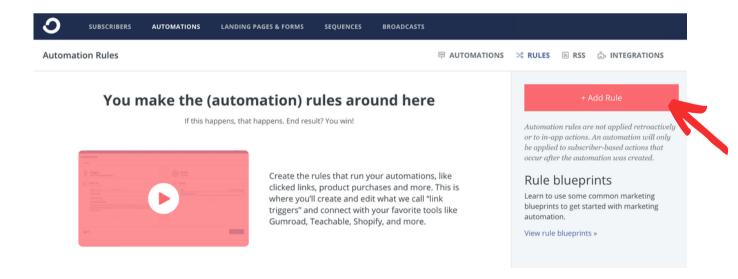
Email #4 [1 day after last email] Subject Line: How is wedding planning coming along?

Email #5 [7 days after last email] Subject Line: Do you need help with your wedding photography?

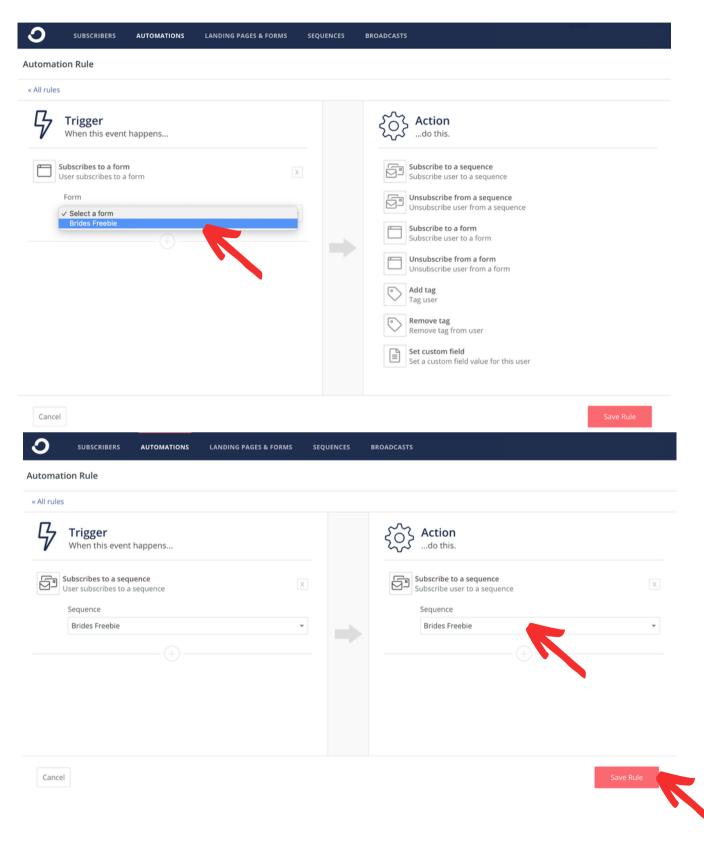
Now that you created your form and sequence, all you need to do is connect the two so they work together and embed the form code into your website. In order to do that, you need to go to "Automations" \rightarrow "Rules" \rightarrow "Add Rule".



In the new window, select "Add Rule".



Next, you are going to tell ConvertKit that every time someone fills out your form (subscribes to your form), you want them to receive the emails you created in your sequence.



Your last step is to embed the form into your website. In order to do that, you need to go to "Landing Pages & Forms" \rightarrow Click on your form \rightarrow Copy the embed code and paste it into your website.

	LANDING PAGES & FORMS	SEQUENCES BRO	ADCASTS	
Landing Page & Form Signu	ps	0 0 TODAY 7 DAYS	O O 30 DAYS TOTAL	December 24, 2019 - January 23, 2020 =
0.5				
0 Dec 24 Dec 26 Dec 28 Dec 3	0 Jan 01 Jan 03 Jan	05 Jan 07 Jan 0	9 Jan 11 Jan 13	Jan 15 Jan 17 Jan 19 Jan 21 Jan 23
Landing Pages & Forms 1 Tor Brides Freebie 0 0 VISITORS 0 SUBSCRIBERS CONTRACTOR	000		Sort by:	Alphabetical -
SUBSCRIBERS AUTOMATIONS LANDING	PAGES & FORMS SEQUENCES BRO	ADCASTS		14 days remaining ? ○ 😫 © PREVIEW EMBED ₩ REPORTS 🛞 Save
	Plar Che	E Wedding build ecklist st name mail address •••••••••••••••••••••••••••••••••••		Styles Styles

Congratulations! You have now created a form and an email sequence. *It's time to set it and forget it!* :) Once you have everything done, the form will continue to generate results for you on autopilot. Isn't that amazing? You do the work once, and it lives on to produce you results for as long as you want it to.

Now, if you want to get access to my very own email templates for free, all you have to do is create a free account in ConvertKit by using my referral link below. When you're done, simply email me at alina@alinathomas.com and I will personally email you the free email templates, as well as offer you assistance when setting up your sequence.

Click here to join ConvertKit for FREE!