

How I Instantly Created My Irresistible Free Offer...



...and you can *too!*

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You need a free offer to build your list!

I design irresistible free offers, and upload them to WordPress websites so you can build your list of lucrative, loyal, raving fans.

Here's my step-by-step guide for getting *your* free offer out-of-your-head and into your awesome WordPress website.

*Go forth and prosper
Nancy Fields*

STEP 1. Write Your Text

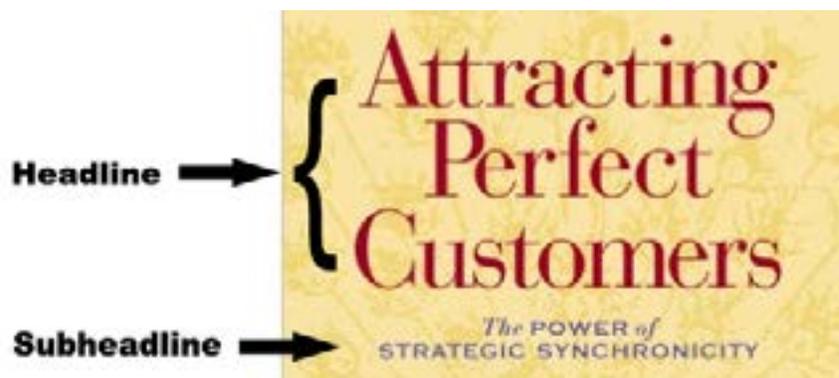
- ❑ Don't double space after a period. It's no longer necessary to follow old rules you may have learned at the typewriter because fonts created for computers take visual spacing into account.
- ❑ Do add a footer to each page: include your website address, your name and contact information.

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STEP 2. Add Your Headlines & Subheads

- ❑ Write one headline after another: it's called a brain dump. Don't worry — the time spent won't be wasted because you'll likely come up with a few great headlines you can use on social media to promote your free offer. TIP: You'll also find headline pearls inside the text you've just written!
- ❑ Try to get your headlines down to 3 words or less if possible: short and snappy is always best.
- ❑ Use lots of subheads because people scan pages full of text. Your sub-headlines should be able to tell your story by highlighting the significant points.



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STEP 3: Choose Your Images

- Search for royalty-free images for your cover and inside pages. My favorites are [Bigstock](#), [iStock](#), and [AdobeStock](#)
- When searching for cover images, choose 4–5 that have great cover potential.
- Try before you buy. Online stock photo companies allow you to download a complimentary, low resolution version of your favorite image. They're called 'comps.' Download a comp and place it into your document to see if it works with your message, before you click the 'buy' button.

STEP 4: Add a Bio & Current Headshot

- Write a short, 1-2 paragraph bio and place it at the end of your document.
- Include a current headshot.

STEP 5: Create a PDF

- Create a PDF file that can be download from your WordPress website.
- Print out a hard copy and read it aloud for comprehension: reading aloud also helps find word usage errors.

TIP: Read it to an 8-year-old because if they don't understand it, chances are no one else will, either. If you don't have an 8-year-old, borrow one.

What's Next?

Most of my clients complete steps 1 through 5 and then panic. They're not alone. The tough part for most people is:

- getting their free offer to look professional,
- setting up a WordPress website,
- setting up their webforms, and
- getting their webforms and free offer onto their WordPress website so they can start to build their list of lucrative, loyal, raving fans.

STEP 6: Setup a WordPress website

STEP 7: Make your free offer look professional

STEP 8: Design an eye popping cover

STEP 9: Render your eye popping cover in 3-D

STEP 10: Setup an email web-host

STEP 11: Create an opt-in webform

STEP 12: Put your opt-in webform & free offer into your WordPress website

Need Help?

Most business owners don't need to know how to *design* their free offers or *build* their own WordPress websites, they just need to know how to pick up the telephone and call Nancy Fields at 413-584-1185.



Before starting her graphic design business in 1993, Nancy Fields was a beauty editor at Glamour and Mademoiselle magazines and the fashion and beauty editor at Weight Watchers Magazine. Today, she uses her editorial experience to pull out eye popping headlines, and edit your free offers, and website copy.

“As a graphic designer for the past 23 years, I help you communicate on a deeper level with a customized WordPress website that’s designed to attract your perfect custom, because it’s not about me and my designs, it’s about how you want to show up in the world.”

Schedule your a free 15-minute consultation today. Find out what Nancy Fields, can do for *you*.