**Freebie Ideas To Build Like, Know,**

**And Trust With Your Subscribers**

A great way to build the like, know, and trust factors with your subscribers is to give them things. Below you will find a ton of ideas for freebies you can give your subscribers to build know, like, and trust with them.

**1. Resource lists** – Pick a topic related to your niche, open up a word document, fill it with GOOD resources and information about that topic, and you’ll save your subscriber tons of time by doing the research for them.

**2. Video tutorials** – These don’t have to be long. Are there things in your niche you could teach via a video tutorial? Then record that video and send it to your subscribers.

**3. Blog posts (*information, tutorials, etc.*)** – A blog post doesn’t sound like much of a freebie, but if you have multiple blog posts on one topic you could send a document to your subscribers that contains links to ALL the posts on that topic. You’ll of course want to ensure that they are high quality and actually help your reader.

**4. Reports** – There are probably several topics in your niche that you could educate your reader about. Spend some time thinking of and researching topics. Make a list, and then create a report for each of those topics over time.

**5. Paid courses** – If you have products that you are currently selling take 1 or 2 of them and use them as freebies for your customers. Show them that it’s for sale, but that you’ve decided to give them access to your product at no charge.

**6. Images (*memes, photos, infographics*)** – Depending on your niche will depend on how you do that. Giving your subscribers infographics that help them is a great tactic for just about any niche. But in other niches, photos and memes could even be valuable/funny/entertaining.

**7. Interviews** – Interviews where you’re interviewing someone or even better… someone is interviewing you, hit all of the know, like, trust angles. Especially if you can do them via video where people can see and hear you. They really start feeling like they know you. Put yourself out there. Let people know you’re available for interviews on topics you know about and go find people you can interview on topics that are related to your niche. Give these to your subscribers to help them learn, show them who you are, and establish yourself as an authority.

**8. Testimonials** – Most people wouldn’t call a testimonial a freebie, but I had to include it here because it has so much trust factor points. If people tell you how much they like you, your content, your products, or anything related to your niche make sure you send these to your subscribers.

**9. Checklists** – When I’m learning something having a checklist to go through sure makes things easier. That’s true for many other people too. If there is a process that you can put into a checklist this would make a great freebie!

**10. Webinars** – Webinars are another freebie that can build know, like, and trust at the same time. I highly recommend picking a topic, creating a presentation around the topic, and inviting your subscriber to attend live so they can learn and ask you questions. Doing this *“pitch-free”* adds another layer of know, like, and trust to this. You can always try to sell them something when you offer the replay of your webinar.

**11. Vault Access** – This is one of my favorite tactics. I simply take 10-20 freebies, put them in a membership site, and allow my subscriber to signup to get access to them all. Your subscriber will see a lot of value in this and love you for it.

**12. Kits** – Can you put multiple things together to create a “kit” that allows your subscriber to accomplish something? Then that would make a great freebie. It would solve a problem for your subscriber, and they would see a lot of value in that.

**13. Templates** – If there is a template you can create (*or have someone else create it for you*) that will allow your subscriber to easily accomplish something that would make a great freebie. A template can be created in many different ways, so think about things your subscriber needs to accomplish and what kind of template you can give them to help them.

**14. Calendars** – There are many ways to use calendars. You can give them to your subscribers to simply use traditionally or use in many different ways in their business. For example, if you’re in the website traffic niche, a calendar with what your subscriber should do each day of the week would be a great freebie to give them. Think of how you can use calendars to create and give to your subscribers to help them within your niche.

**15. Planners** – Creating a plan to accomplish something is always the first step in accomplishing that something. You can create planners for your subscribers to accomplish things within your niche.

**16. Free Trials** – Not only do free trials make great freebies, but they also allow you to make money without being salesy. Most people think you need to have a membership site to offer a free trial, but you can do it with just about any product or service.

**17. Case Study** – A case study is simply you talking about something you successfully did or even that someone else successfully did. It’s your account of a success. *What have you accomplished that you could create a case study around? Or do you know someone within your niche that has accomplished something you could create a case study around?* Create a document with your account of the success. Include images and as many facts as you can and your case study could be used as a great freebie for your subscriber.

**18. Swipe Files** – A swipe file is a proven resource that can be copied, tweaked, and applied by someone else. For example, in the email marketing niche, subject lines are very important and hard to create. So, many people offer swipe files of subject lines that have worked for them and allow others to use them in their business. They simply give them a document with all of their subject lines that have worked for them and allow the user to copy, paste, tweak, and use as their own. *What kind of problems do people in your niche face, and can you create a swipe file for them to use to help them?*

**19. Mastermind Group** – A free mastermind group where you and your subscribers can interact is a very valuable asset. You can talk about your niche, help your subscribers out, allow them to interact with each other, etc. This is another type of freebie that covers all the know, like, trust factors with ONE freebie. Being heavily involved in your mastermind group allows your subscribers to get to know and like you plus they’ll trust you because you’re in there helping them. There are a lot of great options for creating your own mastermind group. All the way from 3rd part software and apps to something as simple as a Facebook group.

**20. Challenges** – A challenge is something you create to help your subscribers do something in a certain timeframe. You simply pick an objective related to your niche, break it down in daily steps, and then lead your subscriber through doing those steps in the timeframe you have set. This is a great freebie for creating engagement with your subscribers and one of my absolute favorite freebies to provide. They take a lot of work, but are worth it with all of the “list love” you’ll get and the many ways you can make money with it too.

**21. AMA (*Ask Me Anything*) Sessions** – These are events that you have where you allow your subscribers to ask you any questions they want about what you know about your niche or whatever topic you set for the AMA session. You can do this via social media, via a webinar, or any other way you’d like to do it.

**22. Your Own Manifesto** - By definition, a manifesto is a published verbal declaration of the intentions, motives, or views of the issuer, be it an individual, group, political party or government. You could create your own manifesto outlining what you believe and stand for in your niche and give it to your subscriber. This will do many things for you like showing your subscriber that your strong in your opinions and know what you’re talking about, help them know if they align with you or not, etc., but most importantly it will allow them to get to know you with something super related to your niche.

**Hot Tip:** If you want to save a ton of time in creating freebies then make sure you are using PLR (*private label rights*) content to create your freebies. You can get PLR to so many different types of content on so many different topics. If you’d like to learn to use PLR content I highly recommend you check out [**http://www.PLRProfitsCoach.com**](http://www.PLRProfitsCoach.com)