



THE *Heart* OF COACHING GiveAway

Contributor Gift Creation Tips

Here are some tips to help you decide on the perfect gift for this giveaway event, write your powerful 100 word description and create an opt-in page that gets you the best results.

The Heart of Coaching Giveaway's intention is to celebrate and support the coaching industry. As a contributor you are providing coaches with a quality gift that will help them grow their business, facilitate work with clients, build professional skills or enrich their own life. The intention for our contributors is for the event to help you expand your visibility and grow your list.

Use these tips to maximize your success!

Your Gift

1. Your contribution should offer a process, tool or educational information that can be downloaded or accessed online. Examples include (but are not limited to): a template, ebook, audio download, webinar, video series, facilitation material, online course, worksheet, checklist and any combination of these. If you have questions or would like help determining your gift contact me at marcy@theheartofcoachinggiveaway.com
2. Offer something of value that addresses one of these areas of interest for coaches eg.
 - Growing their Clients
 - Growing their Business
 - Growing their Professional Coaching Skills
 - Facilitating work with Clients / Groups / Teams
 - Growing themselves
3. Create a compelling image for your gift. Images "sell" as much as the words you choose. A well-designed image has an energy to it and contributes to the excitement of your offer.
4. Be clear about the ideal audience you want to attract. Brainstorm a list of what your ideal clients want or challenges they need solutions for. Choose to create with that in mind. Offer a solution that your clients want.
5. You could create something exciting that will attract an audience for a future program. What upcoming programs or products do you plan to promote later in the year? Your gift could be an introduction to that.
6. And bottom line - what's the most exciting and attractive thing you can offer to get the most opt-ins (and that is easy for you to put together)?

Your Gift Title

Your gift title or name is an extremely important part of creating something desirable. You need to keep your gift name short and punchy. Be sure it is benefit focused and speaks to your clients want or need.

Your 100 Word Gift Description

In your description focus on the benefits the client will receive from your gift. You really want to get the reader excited enough to click through and sign up for it.

Your first line needs to grab attention and generate excitement. The rest of the copy should keep their interest and create a desire to take action.

Your Opt-in Page

1. The best opt-in pages have an exciting, benefit rich headline that grabs attention.
2. Your sign up form should be "above the fold". This means the form should be close to the top of the page so people can be sure to see it on their device *without having to scroll down the page*.
3. Must include The Heart of Coaching Giveaway logo "above the fold". People who click through will want to know they have landed in the right place.

If you have not yet received your Heart of Coaching Giveaway logo, [go here](#).

4. You can include more detail about your gift on this page but keep it to the point.
5. Your opt-in page has one goal - to get people to sign-up for your free gift. Your opt-in page should NOT have a website navigation menu or any other unrelated "click targets" (ie. don't distract your prospect by giving them anywhere else to click).
6. Must include the following words somewhere on the page:

Giveaway Details:

- The Heart of Coaching Giveaway runs from Monday, February 12 to Saturday, February 24, 2024, ending at midnight Pacific.
- All "The Heart of Coaching Giveaway" contributors are independent business owners and are operating with, but SEPARATELY from the "Heart of Coaching Giveaway" promotion.

7. If you do include a bio - put it at the bottom.

Your Thank-you Page

Create a Thank-you page that delivers your free gift or clearly directs them to their email box to receive their free gift. Remind them of what they will get (benefits) and how smart they are to have made this choice for themselves