



## ZACH SPUCKLER

---

Zach Spuckler is the Host of The Not Your Average Online Marketing Podcast. After making over \$3.25 million dollars in online courses and coaching sales via his podcast, launches, and Facebook & IG Ads. He now runs his Facebook Ads & Consulting Agency where he works with his clients to achieve multi-six-figure launches, automated funnels and consults on marketing strategies for course creators looking to scale their business.

## From Meh to Must-Have: Elevating Your Freebie Game

ZACH SPUCKLER



**DON'T MISS OUT ON THE  
NEXT BLOGGER  
BREAKTHROUGH SUMMIT**

---

**Join our Newsletter**

[bloggerbreakthrough.com](https://bloggerbreakthrough.com)

**SUBSCRIBE TODAY!**

---

[Apple Podcasts](#)

[Spotify](#)

[Amazon Music](#)

[bloggerbreakthrough.com/bbp129](https://bloggerbreakthrough.com/bbp129)

## **Blogger Breakthrough Summit Podcast Transcript**

**[00:00:00.17] - Liz Stapleton**

Hello and welcome to another episode of the Blogger Breakthrough Summit podcast.

**[00:00:11.01] - Liz Stapleton**

I'm your host, Liz Stapleton. And today we're diving into one of the most common questions bloggers and business owners have. What on earth should I give my audience in exchange for their name and email? Trust me, we've all been there scratching our heads thinking, what can I offer that's irresistible? Well, worry no more. I've got some golden nuggets for you today, courtesy of Zack Spuckler and his session at the 2024 Blogger Breakthrough Summit.

**[00:00:31.08] - Liz Stapleton**

Let's dive in.

**[00:00:32.07] - Zach Spuckler**

If you're like, what should I give my audience in exchange for a name and email? It's simple. Ask them what they want and make sure it meets this criteria. Number one, is it relevant? Okay. The biggest mistake I see people make with freebies is they create a freebie that's not relevant to their business, but specifically to their products, right? So this is like a real big over-exaggeration, but I'm talking about growing your business, right? So if my freebie was like, let's say, grow your business using Instagram or create a really viral Instagram reel. Well, that's great. It speaks to my audience. But my offers are all around Facebook ads, so it's not relevant, right? The second thing is you want it to be digestible. It doesn't need to be massive. It doesn't need to be huge. You don't need to have a million things go into your freebie. People need to be able to get through it. Because in order for people to use your freebie, they have to be able to get through your freebie. So you also want it to be desirable, and that's what we talked about. It's like, is it something people actually want?

**[00:01:29.15] - Zach Spuckler**

I see I've heard a lot of people do freebies that are like, My top three tips or my seven steps for that. And it's like, that feels very googlable, that feels very bloggable, but it doesn't seem like something I want to give my name and email for. So make sure it's something people want. And finally, this is a huge one for me, make sure it's valuable. Make sure that what you're giving people is actually valuable. My planner, it's 15 pages long, but you could actually plan your quarters and years out with it. We've actually created something of value. So don't just throw something together because remember, this is people's first impression of you. You want them to get a good impression, right? So make sure it's valuable.

**[00:02:09.15] - Liz Stapleton**

All right, thanks for tuning in to this episode of the Blogger Breakthrough Summit podcast. If you found it helpful, please be sure to subscribe and leave us a review. And

## **Blogger Breakthrough Summit Podcast Transcript**

hey, if you have any questions or topics you'd like us to cover, share us an email or drop a comment. Until next time, keep blogging and keep breaking through.