

Free Profits Magic

Another Great Custom Report from DAB Coaching!

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## **Free Profits Magic** **In Ways You Never Considered**



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*We are NOT financial advisors, and nothing contained within this blueprint should be considered as “advice.”*

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ALWAYS do your due diligence whenever considering any sort of financial/business action.

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### Profits from Free Marketing Techniques!



Ah, the art of continuing to create profit from EVERYTHING you make.

It's a beautiful thing, you know?

Let's now consider some of those EVERYTHINGS...

- Blogging...
- Videos...
- Webinars...

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Did you know that you can Monetize items you'll have to make anyways?

This is a nifty way of profiting that many people NEVER consider!

So let's begin with our adventures with only 2 types of marketing... (just to get you warmed up, see).

Move now to:

#### **Social Marketing Profits**



**Ah, the joys of Social Marketing!**

It involves leveraging social media platforms like [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) to promote your business,

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engage with your audience, and drive traffic to your website.

Got questions? Let's do the obvious and:

## Start From Scratch



To begin your profitable social media marketing journey, **first choose the right platforms for your business.**

It sounds so simple, I know, but instead of thinking where YOU like hanging out, do this instead:

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*Research where your target audience spends most of their time and then create captivating profiles **THERE.***

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THERE, not where YOU want to hang on. It makes sense but



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you'd be surprised if you knew how many people just where they like... and fail to consider what their customers like. Make sure to add a description that highlights what makes your business unique and use eye-catching visuals that represent your brand.

**Next, develop a content strategy.** Determine the type of content that will resonate with your audience. It could include engaging blog posts, entertaining videos, or eye-catching graphics. Plan a consistent posting schedule to stay active and visible.

**Engaging with your audience is crucial for success.** Respond to comments, questions, and messages promptly. Show your personality, be genuine, and use humor when appropriate. Actively participate in relevant conversations, and don't be afraid to initiate discussions to spark engagement.



And once you've done that, how can you profit? Well, you've now built an audience, right? So let's find something free to create for you and sell it for profit online.

I'm talking of course about:

### Free Digital Products You Can Create

Hmmm, well, what CAN you create? You can consider:

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## Engaging E-Books



Ah, eBooks.

One of the easiest things to create for free...

... and then sell for a profit!

To create an e-book, you can choose a topic that aligns with your expertise and will provide value to your audience.

Yes indeedy, you can do that.

‘Course, if you want to create an eBook you can ultimately sell online for a pretty penny (and keep in mind, this type of ebook is ALSO free to make), you should choose a topic that the audience who are in a buying mood... would really be interested in instead.

But I digress. 😊

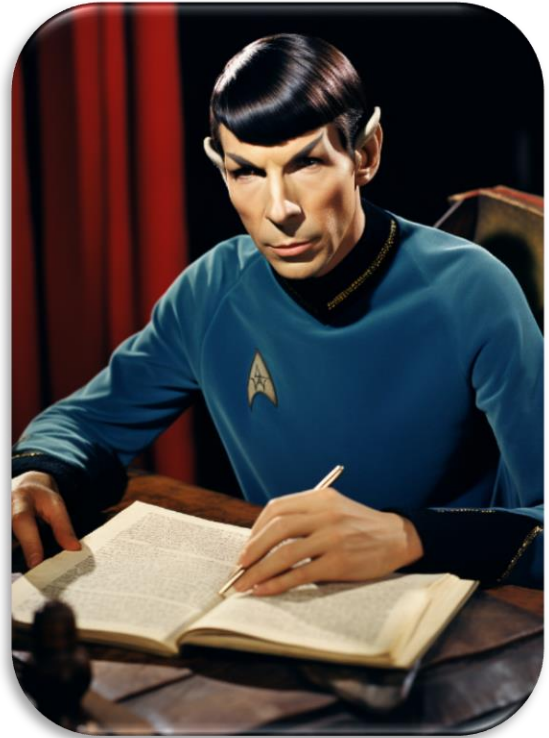
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Moving along!

How to figure out your ebook?  
Well, first break down your ebook idea into chapters or sections and organize the content logically. **Imagine you are Spock while figuring this out!**



Now, when you decide to actually \*write\* the content, do NOT write something so dull and boring it could make performing a Do It Yourself Home Appendectomy more preferable! Don't get hung up on, I must be precise! I must write like Diana Gabaldon! I must write so incredibly that the heavens open and music sings forth and Hollywood says, Jeepers, forget Marvel, I MUST create a blockbuster from this content!

Instead, write as only \*you\* can do. It will make your ebook stand out much much better.



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*Hot tip! Ask ChatGPT for a Table of Contents suggestion prior to writing your ebook. Follow that with the ChatGPT prompt “OK, based upon that suggested TOC, please write the report. Each section should have at least 3 paragraphs and 12 sentences.” You’ll have to massage the final output of course, but you’ll gain quite the head start.*

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And for cover creation?

Well, Microsoft Word has free report covers you can use, or you can take advantage of tools like [Canva](#) or [Google Docs](#) to design an appealing cover (I didn’t know one could do this with Google Docs but yep indeed – check out [this video](#) here!).

Don’t forget to format the content professionally as well. Save the final product as a PDF, and voila! It's ready to be shared. Or ideally sold. 😊

Next, consider:



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## Interesting Infographics



Infographics are generally hard to sell as is, however, you can master Infographic creation and then sell \*the service\* on Fiverr.

For example, at the time of this writing, there were more than 7 thousand service providers offering this.

7.

Thousand!

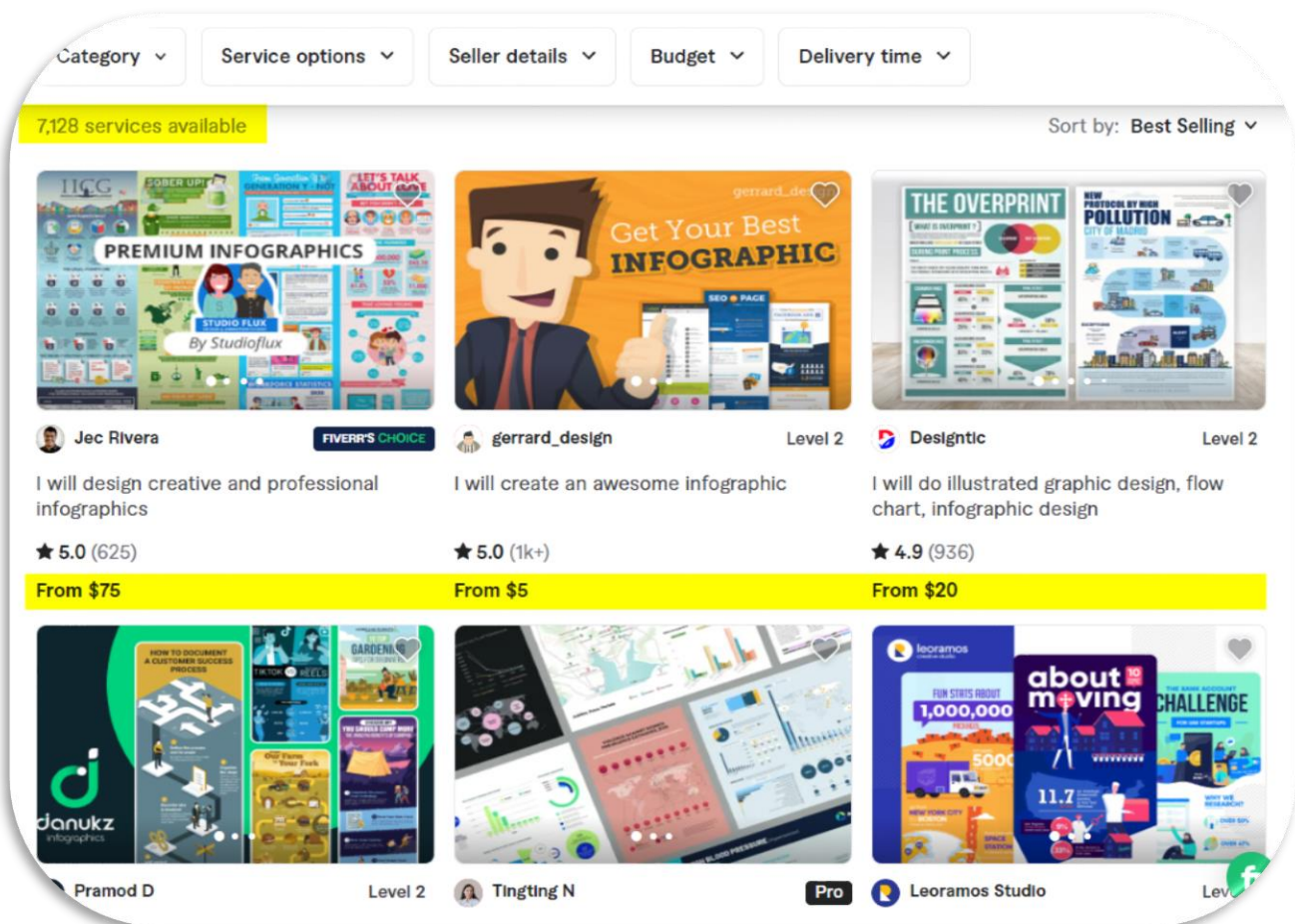
See for yourself:



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So! Lettuce begin, shall we?

It's rather simple to start. Begin by identifying a specific topic or concept you want to convey visually, and then research/ gather the necessary data, facts, or statistics.

Need help for this? Consider [this guide](#) – it covers things quite nicely indeed.

Once that information has been seized, use online tools like [Piktochart](#) or [Venngage](#) to create stunning infographics. Make

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sure to organize the information in a visually appealing manner, making it easy to follow and understand.

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*Hot tip! Ask ChatGPT for suggestions on how to display this particular infographic.*

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Use color schemes that align with your brand and incorporate relevant icons or images to enhance the visual impact.

That was easy.

From there, move to:

## Superb Social Media Templates



Would you believe that actual templates can sell beautifully online? You only have to look at Etsy or Gumroad to see!

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So, templates.

First, begin by identifying the social media platforms you want to create templates for.

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*Hot tip! Use this prompt on ChatGPT: “How would I begin creating an online social media template?” and then follow it with “Can you please describe it more in-depth?”*

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Use graphic design tools like [Canva](#) or [Adobe Spark](#) to design templates with placeholders for images, text, and branding elements.

From there, ensure that the templates are customizable, allowing users to add their own content. Provide clear instructions on how to use the templates effectively and **encourage users to tag your business when they share their creations**. ‘matter of fact, have you created tags for your business?

If not, why not?

From there, let’s pounce upon:



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## Victorious Video Tutorials



The deities have earlobes... video tutorials are grand indeed but wow... getting the self-confidence to even MAKE a video can stand in the way... just a wee bit.

But I digress. It's necessary so have it with ye! (or whatever that ancient phrase is).

Begin first by choosing a topic that is relevant to your target audience and aligns with your expertise. Plan the content, breaking it down into steps or sections.

Once that is completed, mindfully use screen recording software like [OBS Studio](#) or [Screencast-O-Matic](#) to capture your screen while demonstrating the process.

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*Hot tip! Use this prompt on ChatGPT: “Id like to make a video to engage with my audience of Internet Marketers. How can I do that?” and then follow it with “Can you please describe it more in-depth?”*

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Alternatively, you can record yourself using a webcam. Edit the video using free software like [iMovie](#) or [OpenShot](#), adding captions, background music, and transitions. Export the final video in a suitable format (such as MP4) and upload it to platforms like [YouTube](#) or [Vimeo](#).

And here’s one crucial idea – in your Description of the video, make sure to include all your marketing/contact information AND your affiliate links!

For example, consider [Anji Martin](#), Etsy seller and expert. Pick a video of hers to watch, say, [Etsy Sellers Won’t Tell You This...](#) 🙋:



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And then look at her description:

7 things that often get overlooked when Etsy sellers are sharing strategies for building an Etsy store. These tips can potentially help you have more success with long-term financials.

▶ FREE TRIAL SALE SAMURAI ▶ <https://salesamurai.io/415.html> (code: anjilong - save 20%)

▶ 7 Day FREE Etsy POD Bootcamp ▶ <https://www.7daybootcamp.org/joinebc>

▶ 10 Minute Passive Income Stream ▶ <http://www.theprofitlink.org>

▶ Limited Time - Get up to 12 FREE Stocks on WeBull (Deposit \$.01 and get up to 12 stocks valued up to \$3,300) ▶ <https://a.webull.com/oIUa1oCdoZFk4sCdnY>

### ★ || JOIN MY ETSY COMMUNITY

▶ SUBSCRIBE <http://www.youtube.com/anjilongoffici...>

▶ FACEBOOK GROUP <https://www.facebook.com/groups/etsypod>

### 💡 || GET STARTED

▶ PRINTIFY <https://try.printify.com/anjilong> (code ANJI30)

### 🔍 || ETSY TOOLS

▶ SALE SAMURAI <https://salesamurai.io/415.html> (code: anjilong - save 20%)

▶ CANVA <https://partner.canva.com/YgGjEj>

▶ PLACE IT <https://1.envato.market/P36Y6>

▶ TAILWIND <https://tailwind.sjv.io/c/2413877/100...>

▶ VENDOO <https://vendoo.co/register?via=anji-l...>

▶ CREATIVE FABRICA <https://www.creativefabrica.com/promo...>

### 💰 || CASH BACK APPS

▶ RAKUTEN <https://www.rakuten.com/r/ANJI71?eid...>

▶ CHIME <https://member.chime.com/join/angelal...>

### ▶ SWAGBUCKS

<https://www.swagbucks.com/lp-savings-...>

### BUSINESS INQUIRIES:

▶ [successwithangela@gmail.com](mailto:successwithangela@gmail.com)

(if you have a question about etsy or this video please comment on the video)

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Suffice it to say... she knows that she is doing. Brilliant marketer, highly recommended.

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What else can you do? Why, consider:

## Creative Checklists or Guides



Now, first I want to applaud Jen Perdew Houlk, who updated and released “[How Free Products Lead To Profit.](#)” It includes bunches of html checklists which, in my opinion, are simply marvelous.

Definitely it’s something you should consider! So let’s go about it like so.

First, determine a specific goal or task you want to help your audience accomplish.



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*Hot tip! Use this prompt on ChatGPT: “Id like to make a checklist to sell my audience of Internet Marketers. How can I do that?” and then follow it with “Could you please provide a more in-depth explanation?”*

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Break down the steps required and create a checklist or guide using word processing software like [Microsoft Word](#) or [Google Docs](#). Format it clearly with bullet points or numbered lists. Add relevant explanations or tips to each step to provide additional value.

And once it’s all done, you can save the file as a PDF or share it directly as a blog post or webpage.

Nice!

Now, remember we had mentioned the concept of actually selling these free products?

Move now to:





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### Places You Can Sell These Free Products



While the products created earlier are typically offered for free, money is always good!

Consider selling them on platforms like [Etsy](#) or [eBay](#) as digital downloads, or even create a bundle of these checklists and sell them on:

- [WarriorPlus](#)
- [JVZoo](#)
- [ClickBank](#)

Do ensure that your products comply with the platform's

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guidelines and set what would be [considered a reasonable price for your checklists](#).

Need some help with all of these ideas? Move to:

## Prompts You Can Ask ChatGPT



Want ideas on how to get the best from ChatGPT regarding this information?

Consider using these prompts today.

- Are there any tips for creating visually appealing and informative infographics?
- Can you provide guidance on organizing and formatting a comprehensive checklist or guide?

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- Can you provide tips on recording and editing video tutorials for beginners?
  - Can you recommend tools for designing captivating social media templates?
  - Can you suggest ways to optimize my video tutorials for search engines?
  - How can I create an engaging cover for my e-book?
  - How can I effectively use hashtags to expand the reach of my social media posts?
  - How can I encourage social media users to share my templates more actively?
  - How can I ensure my checklist or guide is easy to follow and understand?
  - How can I measure the success of my social media marketing efforts?
  - How can I write compelling descriptions for my video tutorials to attract viewers?
  - How do I optimize my social media profiles to attract more
-

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followers?

- How do I structure the content of my e-book for maximum reader engagement?
- What are some creative ideas for designing an infographic for my business?

And finally, to wrap up social media, move to:

## For More Information

Want you some brief additional resources regarding creation, design and selling?

Consider:

- [Etsy Seller Handbook](#): A comprehensive resource with tips and guidance for selling digital products on Etsy.
- [eBay Seller Center](#): A hub for sellers on eBay, offering guides and resources for selling various items, including digital downloads.
- [Canva Design School](#): An educational platform by Canva, providing design tutorials, tips, and inspiration.

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- [Piktochart Academy](#): A learning hub that offers courses, tutorials, and resources to improve infographic design skills.
- [Buffer Social Media Library](#): A collection of articles and guides covering various aspects of social media marketing.

You really should explore these resources and then:

- Determine what you'd like to create
- Embrace your creativity
- Join community resources to learn more techniques
- Have fun and earn online!

Remember, becoming \*known\* as someone who creates top-level products and is fun to interact with is kinda sorta key. True, there are those introverted, socially challenged folk out there who find it quite hard to network (raises hand and waves it wildly around) but hey.

Since its via online, you can fake it rather well. 😊

That takes care of Social Media Marketing, let's now move to:



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#### Content Marketing



All together now – yay!

Content marketing is simply creating and distributing valuable, relevant, and consistent content to attract and retain a target audience.

Putting that into real-people speak, it means you write content that makes people go **Wowser! More more more!**

Wasn't that simple? 😊

The goal of said content is to teach, entertain, and build a rapport with your audience so they will buy from you.

But how can you ever begin, I hear you ask?

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Well now! Let's start with:

### Starting from scratch



Starting with first things first... is always a good idea!

Thus, figure out who you're talking to – who is your target audience? Learn what they like, what they need, what's bothering them and what they crave to solve.

From there, do some research to find out what topics they're interested in and what questions they want answers to. And easy way to do this is simply ask a question your audience always wants an answer to.

For example, let's say you're creating content for the Dog Training industry.

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You can go to Google, limit your results to those updated within the past year

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*Hot tip! On Google's search page, there's an option called **"Tools"**. Click on that and limit your searches to **"Past year"**.*

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and type in:

- Popular dog training questions

(in other words, "Popular niche questions")

This will give you some excellent ideas for your content.

But ideas are one thing... execution is another!

Thus, make a plan for said content. What will you want to make?

You can consider thingees like:



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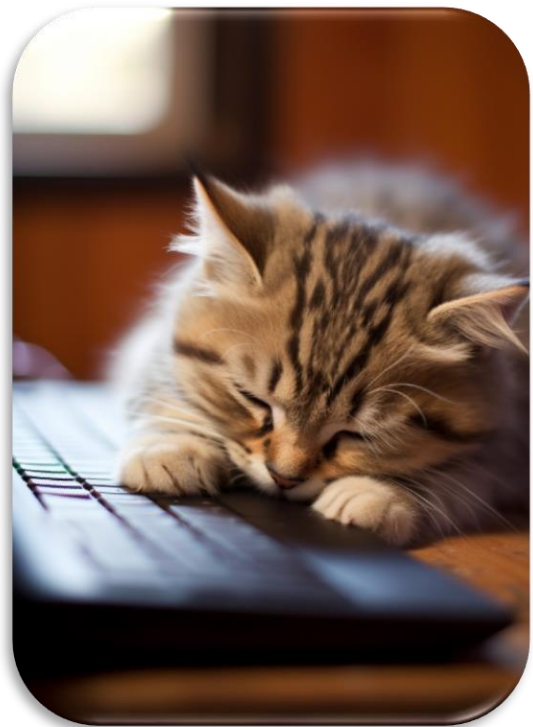
- Blogs
- Articles
- Videos
- Podcasts
- Cool infographics

And more (a WHOLE lot more indeed).

Don't forget to make a schedule too, so you can keep putting out great content regularly.

**Another thing to consider is The Snooze Factor.** The Snooze Factor means how much will your content help put your audience to sleep? Here, you're going to want a Snooze Factor of 0. That means you want your content to be infotaining, be useful and above all... compel the readers to share it with their friends.

Some ways to making the Snooze Factor 0 can include these ideas:



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- **Use Catchy Titles:** It doesn't matter how great your content is if nobody reads it, right? So, come up with exciting and interesting titles that make people curious about your content. When the titles are intriguing, more people will want to click on and share your ideas.

- **Create Awesome Visuals:** Use great pictures, fun graphics, and exciting videos to make your content visually look amazing! AI is great for this – the days are long gone when you had to be an artist to create images yourself. Visual goodness is an excellent way to get shared!



- **Tell Compelling Stories:** Make your content more interesting by telling stories that touch people's hearts. When the stories are touching, people will want to share them with their friends. Remember, 10 years from now people will never remember what you created, but they'll always



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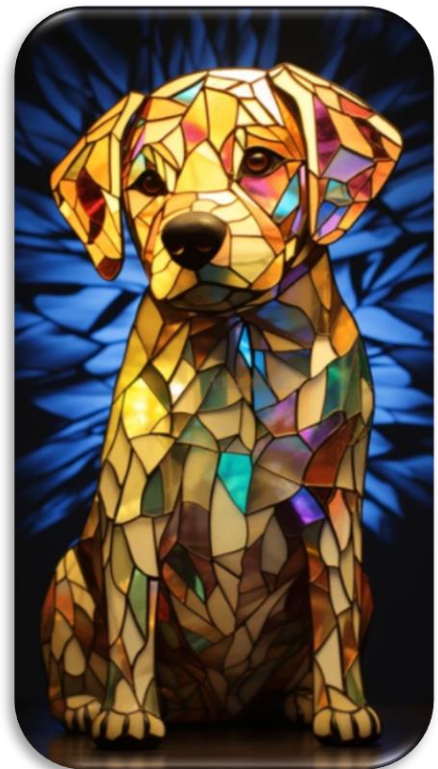
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remember how you made them feel.

- **Be Original:** Be different from others by bringing fresh ideas. People like new, original fresh takes on things, so they'll want to share your unique content.
- **Stir Bunches of Emotions:** Make your audience feel something like:
  - Happiness
  - Peacefulness
  - Anger
  - Outrage
  - Thoughtful
  - Pensiveness

Why? Emotional content is more likely to be remembered and shared, that's why! 😊



- **Be Helpful:** Create content that gives people useful tips and guides. When your content helps them, they'll want to share that helpfulness with others. Heck, why not even create an entire resource center on your site? That would make

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people want to share it even more.

- **Incorporate Humor:** Never underestimate the power of humor when creating content! Folks generally do NOT want to read strict, by-the-book information... adding in your own brand of humor can go a long ways to helping readers decide TO share it.

As opposed to NOT sharing it. Not sharing it is NOT what we want!.

- **Compel Fun Interactions:** For whatever reason imaginable, people just loooooove taking those “fun” quizzes like “What type of Star Trek Character Are you?” “What Career Should You Have Focused On?” etc.etc.etc. Thus, fulfill that need and include pop-culture quizzes, polls, or surveys in your content. People like to join in and share interactive stuff with their buddies.
- **Be Surprisingly Trendy:** News wonderful News! Did you know its possible to relate the current news with your niche? True, it might take twisting yourself up into a pretzel but hey. It works! So stay up-to-date with the latest trends



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and pop culture and slant your niche content to whatever is brewing online today. You'll be surprised at how well its received.

And of course, don't forget to:

- **Share and Connect:**

Encourage people to share your content and team up with influencers or other creators. If you're writing a blog post, make sure to close with "Like this content? Feel free to share it with your friends!" and include a sharing widget on said blog. Making a video? At the very beginning,

tastefully mention how subscribing to your channel ensure the viewers they will be alerted when new videos appear! This way, you can reach more people and grow your audience.



Now, to get your gloriously brilliant content out there, you should share it on different places like:

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- Your website
- Social media
- Emails
- Guest posting

And more!

Plus don't be shy, ask people to leave comments and share your content as well.

And did you know... you can create additional free products from content creation as well? Move now to:



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## Engaging Books of E!



We talked a bit about this in our Social Media Marketing chapter.

But let's add a different way of doing this...

You've created content, right?

**Why not pull that content into a product as well?**

For example, on the next page, consider this product of mine awhile ago:

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That product was created by taking ALL of the 7 posts I had made regarding this topic and simply putting them into an ebook and selling it for \$27.

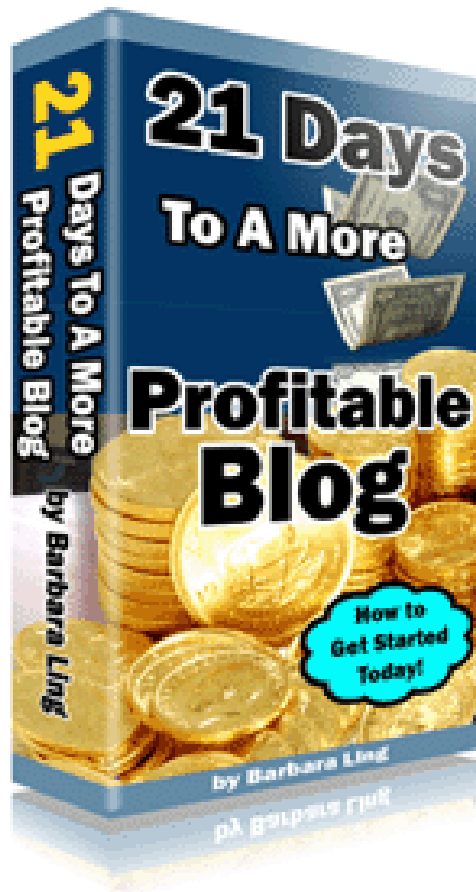
Then there was:



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(Notice the cover style change?)

And \*that\* product was taking the prior 21 days I had blogged about making your blog profitable and again...

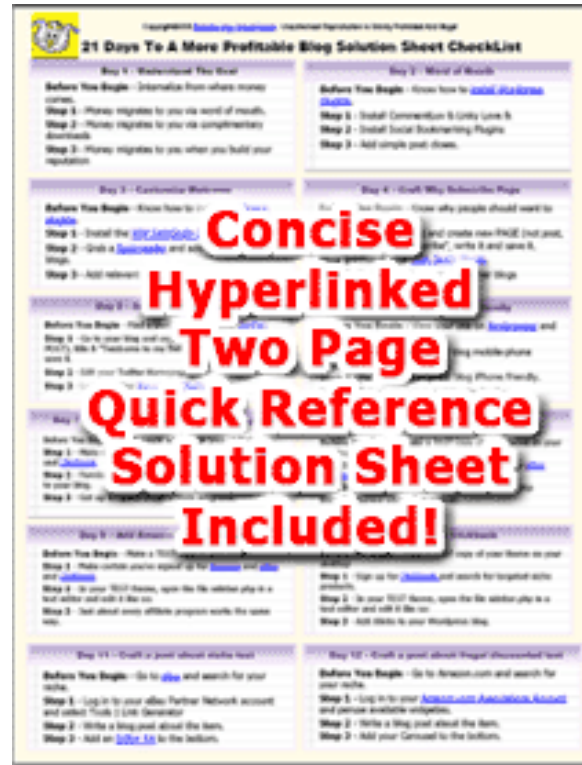
Bundling all the steps into 1 sellable ebook as well!

And talk about memories – even back then, I was creating cheatsheets – this product included:

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Ah, memories indeed. 😊

Moving along, here's a nifty Coolio ChatGPT 4.0 tip:

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*Hot tip! Choose ChatGPT 4.0 and make sure to use the Plugins Edition. Add in the Plugin **"Link Reader"** Find the link for your content creation hub and ask ChatGPT: **"Based on the contents at (content hub) what sort of eBook should I write?"***

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From that query, you can also pick and choose whatever posts or

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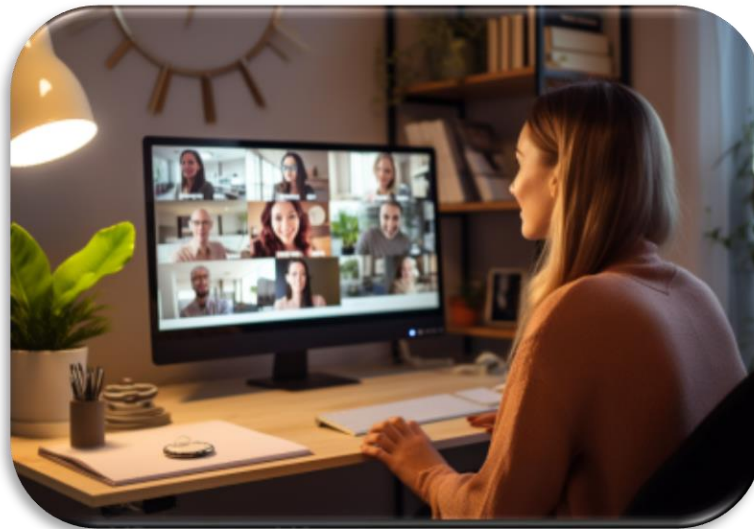
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videos or whatever thingees you want to include to create your own sellable digital product online.

Good stuff!

Next, consider:

## Webinars



Be still, my beating heart!

Webinars are awesome to dispense your knowledge and especially pitch products on the backend.

Did you see that 'pitch products on the backend'?

Just checking. 😊

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Anywhos! You can host live or pre-recorded webinars to share valuable knowledge with your audience (GoToWebinar allows for both).

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*Hot tip! Use this prompt in ChatGPT to help you figure out the best way to create a webinar for you: “Could you please outline exactly how to create and deliver a webinar in detail? Thank you!” Follow up with any request for further clarification.*

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Just choose a topic that addresses a specific pain point or educates said audience about something they’re really interested in (and ideally, something they’d even buy!). You can prepare a presentation using tools like [Microsoft PowerPoint](#) or [Google Slides](#) and deliver it using webinar platforms like [GoToWebinar](#), [Zoom](#) or [Webex](#).

Oh, and one more thing – make SURE to hit Record so you can both deliver it to attendees... and also include it within a product funnel you might want to create and sell online.

Trust me. This is experience talking. 😊

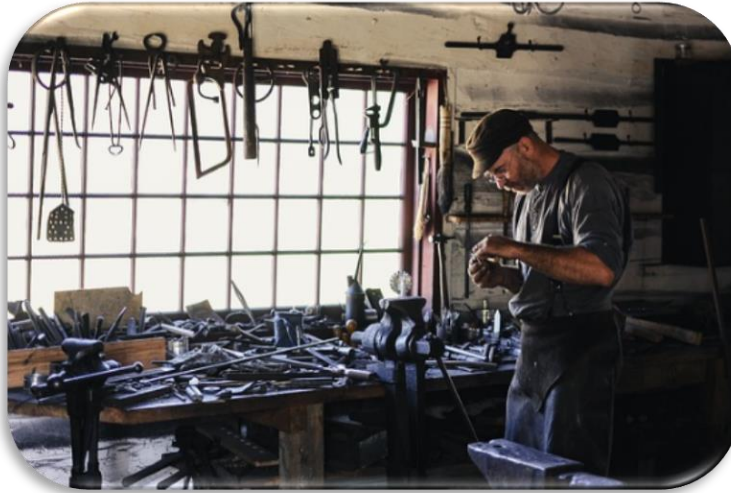
Next, we have those magnificent:

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### ~~Flying Machines~~ Tools and Templates



We talked a bit about Templates earlier on, but let's also add to that...

Tools glorious Tools!

AI now makes it easier than ever to create your own tools online; you can learn more about that via [Done For You AI](#).

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*Hot Tip! Use this prompt on ChatGPT: "Could you please tell me the process for exactly how I can use AI to create my own digital products? Thank you!"*

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Plus, you can take advantage of NoCode Tools like:

- [NocoAI](#)

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- [Bubble](#)
- [PowerApps](#)

As well.

And once created... you can start selling these tools online.

Neat!

What else is free to make but can earn you money?

How about...

## Podcasts



For folks who love talking without videoizing, Podcasts can definitely be a great way to generate content... and then sell episodes of that content as well or perhaps charge a subscription

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fee.

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*Hot Tip! Use this prompt on ChatGPT: “Could you please tell me the process for creating a Podcast?” and then follow up with “More detail please.”*

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You can start a podcast where you:

- Discuss industry-related topics
- Share insights
- Interview experts
- Provide solutions to pressing issues
- Empathize with the audience

And the like.

So how do you make a podcast?

First, choose a format and create an outline for each episode. Use podcasting platforms like [Anchor](#) or [Buzzsprout](#) to record, edit, and host your podcast, and then publish said podcast episodes on popular podcast directories like [Apple Podcasts](#) or [Spotify](#).

Wow. That is a HUGELY brief description of “how does one make

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a podcast.” Don’t forget about that earlier Hot Tip I mentioned on getting more of an idea of the steps required!

In addition, do not forget you can search on Google for Podcast help such as:

- [Best podcast blogs](#) (for general questions)
- [How to start a podcast](#) (for actual instructions)

Finally, let’s close with the ever popular:

## Prompts You Can Ask ChatGPT



Want some specific ideas you can use \*right now\* to learn more about the goodies you just read about? Try these prompts today!

- Can you provide tips for conducting engaging podcast

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interviews?

- Can you provide tips on creating engaging and shareable videos for content marketing?
  - Can you suggest ways to promote my webinars and attract a larger audience?
  - How can I create interactive templates or tools that provide value to my audience?
  - How can I effectively distribute my podcasts on different platforms?
  - How can I optimize my blog posts for search engine visibility?
  - How can I repurpose my existing content into different formats to reach a wider audience?
  - How can I structure my e-guide to make it easily readable and actionable?
  - How do I measure the success of my content marketing efforts and analyze audience engagement?
  - What are some best practices for designing visually appealing whitepapers?
-

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- What are some effective strategies for promoting my content on social media platforms?
- What are some effective ways to brainstorm content ideas for my target audience?
- What are some strategies for increasing email sign-ups through my free products?
- What equipment and software do I need to start a podcast?

And to round everything out, don't forget:

### For More Information



For more information on these particular topics, consider:

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- [Content Marketing Institute](#): A leading resource for content marketing strategies, tips, and case studies.
- [HubSpot Content Marketing](#): A comprehensive guide to content marketing, including templates, tools, and industry insights.
- [Neil Patel's Blog](#): Neil Patel is a renowned marketer who shares valuable insights and tips on content marketing and SEO.
- [Copyblogger](#): A blog that offers advice and resources on content creation, writing, and copywriting techniques.
- [BuzzSumo](#): A platform that helps you discover popular content and understand trends in your industry.

Let's now pause for a moment and look where you are.

You've discovered a number of ways you can take free content you've created...

... and turn said content into profit generators.

However, you're not done yet, there's still one more step you must consider!

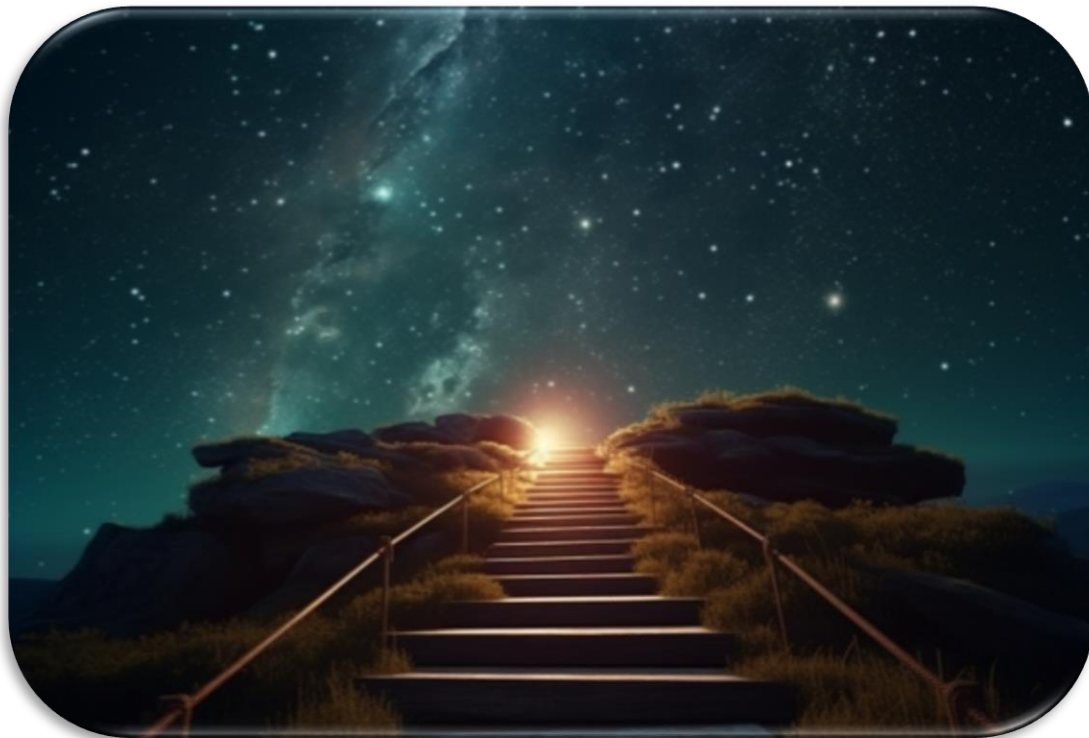
And that is:

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## Your Next Steps



Your next steps are to realize NOW that you have a HUGE amount of profiting from free products goodness!

But here's the thing.

All of the previous... they're just ideas, you know.

And quite seriously, Ideas are just that.



# Ideas.

It's the \*action\* that counts.

So take that action... TODAY.

Enjoy!

Have a strongly spectacular day,



Barb Ling and Dennis Becker

[DAB Coaching \(the friendliest group coaching around!\)](#)

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### Appendix 1: Additional DAB Goodies



Incredibly \*awesome\* prompt portal by Dennis Becker and Barb Ling – Prompts FOR Marketers BY Marketers

<https://askblings.com/dabpp007>

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And regarding marketing in general? You can check out Jeremy Kennedy's community at



Grab that at <http://askblings.com/dabwchat!>

**Finally, Remember This.**

**Money Loves Speed.**

**Go out and get up to speed...**

**TODAY!**

