The Giveaway Play

Borrow another company's email list, grow yours for free, and finish with **buyers** instead of freebie hunters.

THE ONE RULE

The prize has to be something your buyer already wants. A yoga membership gives away mats, incense, singing bowls. It never gives away an iPad. Give away an iPad and you build a list of people who want iPads, and not one of them will ever buy from you.

1 BUILD THE PARTNER LIST

What do your people buy **before** they come to you, **during**, and **after**? Those companies are your partners. Write down every one you can think of, and do not stop at ten. The list is the asset, not the giveaway.

BEFORE _____

DURING _____

AFTER _____

2 KNOW WHAT THEY GET

Work this out before you contact anyone. You are not asking for a favor, you are bringing them a campaign:

- Eyeballs on their product from an audience that already wants it
- Potential sales from all those eyeballs
- The emails you collect, shared with them after
- A week of you making content about their product

Most of them have a budget for exactly this and no idea how to spend it. **Lead with this, not with the ask.**

3 MAKE THE ASK

Now contact them, and never open by asking for something free. Two ways in:

- **Offer to pay for it.** It changes who is asking whom.
- **Or ask which product they would like promoted.** They often volunteer it, and if it is a new release you are the one doing the favor.

Then ask for three things, in this order:

- **One email to their list.** The whole play.
- **The product.**
- **Social support**, whatever they will give.

You will not get all three. If all you get is the email, run it anyway.

4 RUN THE COUNTDOWN

Pick the date and announce it. Then post relentlessly until then: the product, why you use it, who it is for, and the fact that you are giving one away.

Every post points at one page, and that page does one thing. It collects the email. No menu, no browsing, no second option.

5 SELL ON THE THANK YOU PAGE

The second they opt in, make an offer. Do not wait for the winner announcement to start selling.

This is the only moment you are guaranteed their attention. Most of these people will never open another email from you, and the ones who will are worth more after they have already seen the offer once.

6 THE WINNER EMAIL

"Before I announce the winner: all of you won."

Then the offer. What you sell, with the product included free, priced so the product still leaves you a margin. It closes because every person on that list raised their hand for that exact product. You are not selling them something new, you are attaching the thing they wanted to the thing you sell.

THE THREE PLACES YOU SELL

01 The thank you page

The moment they opt in, while they are still holding their phone.

02 The winner email

Peak attention. Everyone opens this one, including the people who forgot they entered.

03 The list, from then on

Most of them will not buy this week. You did not rent this list, you own it now.

The advanced version. Run it with five partners at once and stack all five of their lists into one giveaway. Same play, more coordination. Run the single-partner version first and learn where it leaks.

THE SEVEN DAYS

What to post while the countdown runs. One link on every single one.

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
ANNOUNCE	**THE PRODUCT**	**THE PROOF**	**THE PARTNER**	**THE FILTER**	**LAST CALL**	**THE WINNER**
What you are giving away and when it closes.	Why you use it. Show it in your hands.	What it changed for you or for a client.	Who makes it and why you chose them.	Name who should skip it. It sells the rest.	Hours left. Say the deadline twice.	Announce, then make the offer to everyone else.

That's one play, run end to end. The hard part is knowing which one you need.

This play fixes a lead problem. It does nothing for an offer or a delivery problem. Not sure which one you have? Start with the free Bottleneck Finder. No email needed.

FREE GUIDES
bottleneckbreakdown.com/guides