

TOOL 6 - PROMOTION PDF

The promotion PDF is used to market “non-customer favorite page kits” with coordinating freebies. Products don’t go into the promotion cycle until 4 months after release.

The promotion PDF is similar to the Collection PDF but it includes a coupon code for a set \$ amount off of the page kit.

Important! Set the coupon to a \$ discount instead of a %. If you do this, your advertising will always be accurate even if you increase your prices.

Download the examples of Promotion PDFs [here](#).

Recap: Freebies are a GREAT way to entice customers to leave social media and go to your store. The biggest problem with the current way of using freebies, is we don’t give customers a reason to buy. The Promotion PDF offers a discount for a specific amount off the matching page kit. You will see that most of Vicki Robinson’s coupons are for \$2 off.

Here is what we have experienced regarding discounts.

\$2 off a page kit is more appealing to customers than 25% off.

When advertising bundles, the results seem to be better if you advertise the larger discount or a set price. EX: Save 50% or Special Price \$10.

Setting up promotional products is a process. The goal is to build a supply of freebies over time not to try and do it all in one month.

You can use these promotional freebies over and over. In the bonus training I show you how to set them up on a Google calendar and schedule weeks of posts on your social media. You will have an unlimited supply of gifts that lead to sales. :)

Here are some examples of freebie with coupons

<https://www.oscraps.com/shop/Express-Yourself-Change-Gift-01.html>

<https://www.oscraps.com/shop/The-Journey-Gift-02.html>

<https://www.oscraps.com/shop/Age-Is-Just-A-Number-Gift-02.html>

Set Up

Create your coupons. You will need this when you are making your promotion PDF.

Set the expiration date to 01/01/2026. Customers won't know how much time they have on the coupon but this allows you to use the same freebies for years without having to make more coupons. Work smarter, not harder.

- Choose 4 Page Kits from the back of your store that are NOT included in your Customer Favorites.
- Create a Promotional PDF for each page kit that includes the coupon code and amount. Do Not include the expiration date. Use Limited Offer to create a sense of urgency but no dates.

TOOL 7 - PROMOTION FREEBIES

- Open the folder that contains your freebie.
- Add the Promotion PDF
- Zip the folder
- Upload to the **00-free/coupon folder**

Add the freebie to your store as a hidden product.

- Load your freebie to the store as a hidden product. You can turn these on and off later but you don't want 6 freebies showing at the top of your shop.
- INCLUDE the coupon code in the description of your product. SEE The Examples
- Each freebie will have 3 zips
Freebie zip with png or jpg files
BONUS-and-TOU zip
Previews.zip
- Add these to your Monthly Offers Tracking Sheet (coming soon)
- Tag me in the group and I'll check your freebies.