

Free vs Paid Products

Wondering what's the difference between a free product and a paid product? This guide will give you an outline. Please note, there are always exceptions depending on the creator and audience expectations.



Steps in a Solution

- Freebies take the customer from A to B.
- Products take the customer from A to Z.

Quick Tips



Freebies give a quick win or is only part of a bigger solution.
Products give a full solution to a problem.



Exceptions

- Sometimes freebies are so good they could be paid products.
- Overdelivering and delighting your readers with an amazing freebie can be a great strategy to increase conversions and subscribers.

Length of Free vs Paid Products

Most freebies are a few pages with many being only one page
Products contain multiple pages and other potential forms of content (video, audio, community group, etc)



Niche	Freebie	Paid Product*
General	1 Page Quick Win	Multi Page Solution to Big Problem
Crochet	One Pattern Printable	How to crochet step by step guide
Health	Weekly Workout Plan	Monthly Workout + Meal Plan
Home Education	Homeschooling Schedule	Homeschooling Curriculum
Motherhood	Hospital Labor Checklist	How to have a natural birth
Faith	Daily Bible Reading Tracker	Multi Page Bible Activity Pack
Productivity	Daily Planner	12 Week Goal Planner

*Paid Product can be a in depth printable, guide, ebook, course etc.



Let Your Audience Tell

- If your product is NOT selling, think about turning it into a freebie.
- If your freebie is going viral and being downloaded a lot, think about adding to it and converting it into a small product.

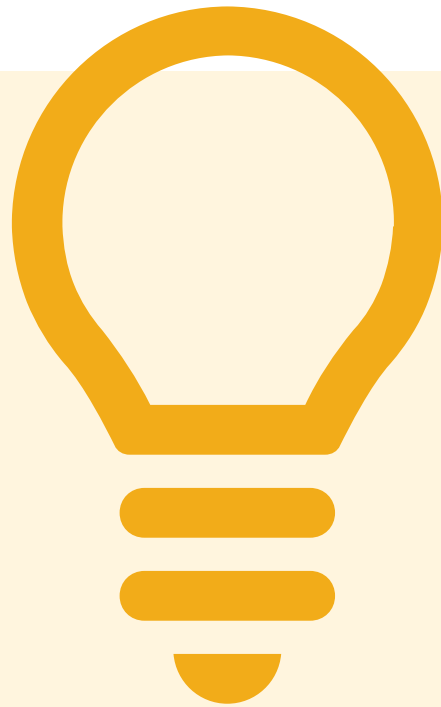
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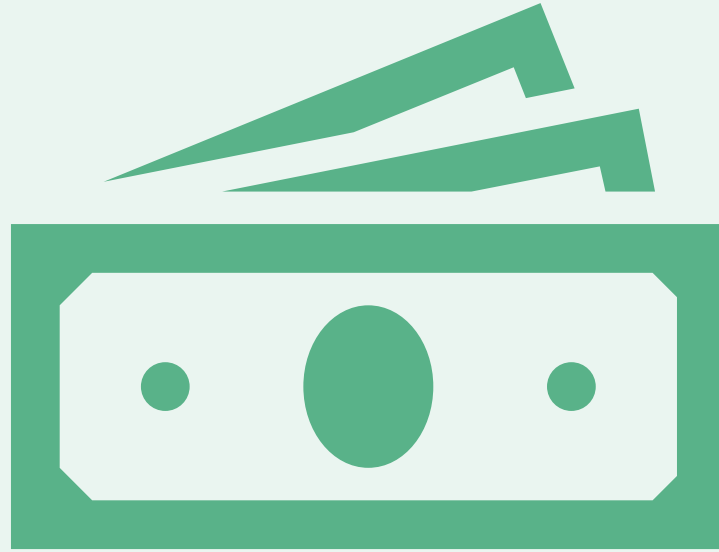
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