

Free with Consumption

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Key takeaways

- Free with consumption (aka "free consumption to upsell") is an attraction offer where you give something free that people consume (20 minutes to 5 days typical) to build trust and then sell a higher-priced offer afterward.
- Formats include one free video, a PDF, audio, a live event, a workshop, webinars, VSLs, books, virtual summits, multi-day challenges, and video trainings.
- The free item must be a selling tool that provides real value and breaks prospects' beliefs (FAQs on steroids); bad selling tools are just pitches — avoid pure pitching.
- Embed CTAs/calls to action in the free content to direct people to the next step (example in transcript: embedded CTAs to acquisition.com "sell" or "scale" buttons).
- This approach reverse engineers trust by giving value before payment; education is core to advertising and helps prospects shift beliefs to buy.
- Required consumption time is proportional to: price of the offer, how cold the audience is, and the price relative to their buying power (the bigger the price relative to their resources, the longer the runway needed).
- Short, low-price consumer sales can sometimes convert with very short ads; high-ticket or cold audiences need longer consumption and possibly salespeople.
- Marketing gets people most of the way; sales fills the remaining gaps — they are a continuum.
- The metaphor: "microwaving the prospect" — accelerate trust in a short period (examples range from 20 minutes to several days).
- Real-world examples: chiropractor "dinners" (3-hour event with 90-minute presentation) converting to consults and then into \$5k–\$10k programs; multi-day challenges (3–5 days) with structured give/pitch/repitch; benchmarks for virtual events: convert ~2–5% of opt-ins to an expensive offer to offset cost.
- Benchmarks from chiropractor example: convert ~25% of the room into \$50–\$100 consults; then convert ~1/3 of consults into \$5k–\$10k programs → roughly ~10% of dinner attendees buy the expensive program.
- Standard challenge structure: give, give, give, pitch, repitch with proof (for 3-day structure: day 1 give, day 2 give/ask, day 3 repitch/give).
- For very high-ticket sales, push to a phone call from the multi-day consumption experience to finalize transactions with salespeople.
- Use knowledge of your customer to systematically break core beliefs that prevent purchase.
- The method requires skill and is somewhat amorphous/complex but widely used in marketing.

Checklist

1. Define the objective and offer you will upsell
 - Decide the high-ticket product/service you will ultimately sell after free consumption (e.g., \$5k–\$10k program, consult-to-program funnel).
 - Why: Clarifies the end goal so the free consumption content can be tailored to break beliefs and create a logical next step.
2. Choose the consumption format and duration
 - Select format: one free video, PDF, audio, live event, workshop, webinar, VSL, book, virtual summit, multi-day challenge, or video training.
 - Choose duration based on price/coldness/buying power: 20 minutes to 5 days typical; longer runway for higher price or colder audiences.
 - Why: Matching format and time to offer price and audience coldness earns enough trust to justify the ask; wrong duration undermines conversion.
3. Design the free content as a real selling tool (provide value, not just a pitch)
 - Teach and deliver tactical value that fulfills the promotional promise; avoid content that is merely a sales pitch.
 - Break core beliefs and address FAQs systematically (treat content like "FAQs on steroids").
 - Why: Providing value before asking for money reverse engineers trust and demonstrates credibility; breaking beliefs removes purchase objections.
4. Embed clear calls to action (CTAs) and next-step mechanics
 - Place CTAs throughout the consumption content (embedded CTAs/buttons during webinars or trainings) that direct to the next step (book consult, buy, schedule call).
 - Example approach: include "sell" or "scale" style CTAs as explicit next steps.
 - Why: Explicit CTAs convert attention into action; without them, the free consumption may educate but not lead to transactions.
5. Structure multi-day events/challenges intentionally
 - For 3–5 day formats: follow structure give, give, give, pitch, repitch with proof. For 3-day: day 1 give, day 2 give/ask, day 3 repitch/give.
 - Include proof and social validation at repitch moments.
 - Why: Repeated giving builds trust; staged asks and proof maximize conversions across days.
6. Plan the sales continuum: marketing to sales handoff
 - Decide which buyers will self-convert and which need phone sales; for higher-ticket offers, push qualified leads to phone calls.
 - Prepare sales team/scripts to handle calls and finalize transactions for those not converted by the free content.
 - Why: Marketing accelerates prospects; sales fills gaps to close the remainder — treating them as a single continuum increases total conversions.
7. Match consumption time to price and audience buying power

- Estimate how long it will take to earn trust relative to the offer price and audience wealth/buying power; larger purchases need longer consumption/runway.
 - Why: People need proportionally more information/time to commit to larger purchases; matching lowers friction and increases close rates.
8. Use value-first messaging to reverse-engineer trust
- Begin the promotion with a strong headline/promise and deliver on it in the free content; overcome objections by explaining feasibility and results.
 - Why: Demonstrating results/value prior to purchase makes prospects comfortable paying; education shifts beliefs toward buying.
9. Design conversion benchmarks and measure results
- Set target conversion benchmarks: e.g., virtual opt-in conversion to expensive offer = ~2–5% to break even/offset cost; for events, expect ~25% to low-ticket consult, then ~33% of consults to high-ticket.
 - Track opt-ins, show rate, consult conversions, and high-ticket sales, and calculate ROI.
 - Why: Benchmarks help you price, optimize, and know if the funnel is profitable; measurement identifies where to improve.
10. Leverage customer knowledge to break beliefs
- Research prospect objections and core beliefs; craft content that directly dismantles those beliefs while delivering tactical value.
 - Why: Systematically removing belief barriers makes the upsell appear logical and attainable.
11. Design offers and pricing for staged buying
- Consider a low-ticket entry (e.g., \$50–\$100 consult) that delivers value and leads to a high-ticket offer (e.g., \$5k–\$10k program).
 - Why: A staged purchase path increases lifetime value and allows easier initial commitment before bigger asks.
12. Use events and experiences for deep persuasion when needed
- For high-pressure or complex offers (e.g., timeshares, multi-thousand dollar programs), consider in-person or longer events (dinners, cruises, 3–5 day experiences) to build trust.
 - Why: Extended shared experiences ("longer runway") build stronger trust and overcome objections for big purchases.
13. Prepare for ethical persuasion and proof usage
- Use persuasive techniques ethically; include proof, testimonials, and transparent claims to support repitches.
 - Why: Ethical use of persuasion builds sustainable trust and avoids manipulative practices.
14. Iterate and optimize conversion points
- Test duration, content depth, CTAs, and sales handoff processes; refine based on conversion data.

- Why: Optimization increases efficiency and profitability of the free consumption funnel.

Examples:

- Webinar leading to an upsell (attending free presentation then buying after).
- One free video or PDF that educates and contains embedded CTAs.
- Audio trainings and live workshops used to teach and then offer paid services.
- Video trainings (like the transcript itself) that embed CTAs to sell/scale services.
- VSLs (video sales letters) used as extended consumption selling tools.
- Books used as free/lead-gen consumption to build trust then offer paid programs.
- Virtual summits and multi-day challenges (3–5 days) structured as give, give, give, pitch, repitch with proof.
- Chiropractor "diabetic dinners" / steak dinners: 3-hour event with 90-minute presentation selling a \$50–\$100 consult, then a \$5k–\$10k year-long program.
- Benchmark conversions from the dinner example: ~25% convert to \$50–\$100 consult; ~33% of consults convert to \$5k–\$10k program → roughly ~10% of dinner attendees buy the expensive program.
- Challenge structure example: day 1 give, day 2 give/ask, day 3 repitch/give.

Notes:

- This attraction offer is skillful and amorphous; it's complex but highly effective when the free consumption genuinely teaches, breaks beliefs, embeds CTAs, and aligns consumption time with price and audience.