MANUAL 02 · THE FREE DEMAND PRODUCT PLAYBOOK

Give the Best Thing Away.

The fastest way to charge $100 is to give away something that feels like $100 first. Then the paid offer feels like the rational next step.

What "Free Demand Product" Means

A free demand product (FDP) is not a teaser. A teaser leaves you hungry. A free demand product leaves you stunned — and curious about what happens when you actually pay. The point is to deliver one finished, standalone, usable thing, for free, that creates demand for the next thing by the sheer fact of how good the free thing already was.

If your FDP doesn't make people say *"wait, this is the free version?"* — it's not strong enough yet.

The Three Tests of a Strong FDP

1. **The shareability test.** Would a stranger forward it without being asked? If not, the format is wrong.
2. **The completion test.** Does the FDP solve a real, finished problem on its own — or does it require the paid product to function? Cliffhangers feel like bait. Wholeness feels like generosity.
3. **The escalation test.** Does using the FDP naturally produce a new, larger problem that the paid product happens to solve?

> *Free is the new sample. Sample is the new sale.*

Eight Free Demand Product Formats That Work

FORMAT	WHAT IT IS	BEST FOR
The Playbook PDF / HTML	10–25 pages, one specific outcome, fully usable on its own.	Coaches, consultants, brand operators
The Prompt Pack	20–50 plug-and-play AI prompts in a copy-paste-ready doc.	Anyone selling AI / creator tools
The Template Bundle	Ready-to-fill spreadsheets, Notion docs, or Canva files.	Productivity, design, finance creators
The Audit / Scorecard	A self-assessment that gives a personalized score and verdict.	Service businesses, agencies
The Mini-Course	3–5 short videos that teach one specific skill end-to-end.	Educators, software, methodology
The Swipe File	Curated examples of best-in-class work in a single niche.	Designers, copywriters, marketers
The Calculator / Tool	A tiny web tool that produces a useful number or output.	Pricing, fitness, finance, planning
The Manifesto	A short, sharp document that names a worldview people want to be associated with.	Brands building movements

Pick one. Make it absurdly good. Save the other seven for later. Trying to launch with three FDPs is how people make zero great ones.

The 5-Step FDP Build

Step 1 — Pick the painful, paid version of a question

Don't answer easy questions. Answer the question your buyer has paid other people for and still didn't get a clean answer to. The bigger the relief from solving it, the more shareable the FDP becomes.

Examples: "How do I price my first design drop?" "What should I actually post on Day 1 of a new account?" "How do I get my first 10 customers without ads?"

Step 2 — Promise one specific outcome

Title the FDP after the outcome, not the topic. **Bad:** "Branding Guide." **Good:** "How to Name a Drop in 30 Minutes Without Sounding Like Everyone Else."

Step 3 — Strip everything that isn't on the path

A FDP is short by design. If it's longer than 25 pages, you are probably trying to teach two outcomes at once. Cut the second one.

Step 4 — Make the format match the buyer's habit

Designers want Canva templates. Spreadsheet people want spreadsheets. Readers want PDF. Watchers want video. Match the artifact to the daily habit of the person you're trying to reach. The FDP should slip into their workflow without requiring a new app.

Step 5 — Engineer the next-step problem

A successful FDP creates one bigger question. *"OK, I named the drop — but how do I actually launch it?"* The answer to that bigger question is your $100 bundle. This is the part most people skip and it is the most important part.

> **THE BRIDGE SENTENCE**
>
> End every FDP with one sentence that names the next problem and points at the paid solution. Example: *"You now have a name. The hard part is everything that has to happen on Day 1 of the drop — that's what the Ultimate Bundle is for."* Don't pitch. Bridge.

The Offer Ladder

A free demand product is the bottom of a ladder. The ladder must exist or there is nowhere for converted leads to go. Below is the ladder this flywheel uses.

00	**The Free Demand Product** — your strongest single asset, given away. Costs the prospect zero. Costs you only attention.
01	**The $100 Shirt + Education Bundle** — the anchor offer. Cotton + the entire 6-document manual library + community access.
02	**Drop subscriptions / second product** — once a buyer is in, give them a way to keep buying. Monthly drops, second-tier shirts, signed editions.
03	**Cohort or coaching** — high-touch, high-margin. Limited seats. Run quarterly. The customers who want to be taught directly self-select here.
04	**Licensing / partnerships** — once the playbook works for you and your buyers, brands and platforms will pay you to teach it. This rung pays for itself.

Distribution: Where the Free Demand Product Lives

A free product no one finds is just a file. Each of these placements earns its keep:

- **Bio link** on every platform — single CTA, no ladder yet visible.
- **Pinned post** on Facebook, Instagram, X — the front door.
- **YouTube description** — anchor link in every video.
- **End-card** of every Reel / Short — "If this helped, the full playbook is free, link in bio."
- **DM auto-reply** — when someone comments a keyword, send the FDP.
- **Insert card** in every shirt — even buyers should get the FDP to share with friends.

Common Mistakes to Avoid

1. **Withholding the best part.** If your FDP is mediocre on purpose, your audience learns the paid version is also mediocre.
2. **Asking for too much in exchange.** Email is the maximum. Phone, address, job title — kill conversion.

3. **Pitching too soon.** The FDP must finish solving its promise before mentioning anything paid.
4. **No bridge.** A great FDP without a bridge sentence is a donation. With one, it's a magnet.
5. **Building five at once.** One excellent FDP outperforms five mediocre ones by an order of magnitude.

Your Action Items

1. Today: pick the one painful, paid-tier question you'll answer for free.
2. Tomorrow: write the first draft, one sitting, no editing.
3. Day 3: design the artifact (HTML doc / template / tool).
4. Day 4: write the bridge sentence and connect it to your $100 offer.
5. Day 5: launch it on all six placements above. Don't wait for perfect.

What Comes Next

The FDP is what gets people through the door. The AI stack is what lets you produce them at the speed and quality the flywheel requires. Read Manual 03 next: AI + Prompt Engineering Manual.