

## Creating a Powerful Product Image & 270x125 Promo Banner

It's time to shine a light on your free opt-in gift. This document serves as a visual overview to accompany the audio class "[Heart-Centered List-Building: The Basics of Creating a Powerful Opt-in Gift](#)" which you can access in the "Files" section of our private Facebook Group as well as the [Author Resource Center](#).

As I shared in the above mentioned class your PRODUCT IMAGE is what gives your potential clients their 'first impression' of your business. Be sure that your product image is not their last impression. Please refer to the audio for more details.

I'm including this document to clarify the difference between what a product image is and the 270x125 banner we are requesting from you for this project. I've included some samples too

### DEFINITIONS:

**Product Image:** Is a professionally designed graphic representation of the product(s) your free gift will deliver.

- You will need a Product Image for the upcoming Inspired Living Giveaway (if you are participating) as well as outside partnerships that may come up for you in the future.

**270 x 125 Promo Banner:** Is a professionally designed web banner that is used in PROMOTING your free gift and contains language and imaging that entices a woman to click on it to learn more. We are requesting this size because it's the size the AspireMag.net Conscious Business Directory uses.

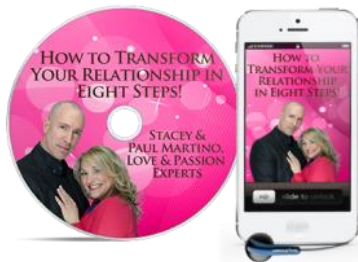
Again, please listen to the entire audio, [Heart-Centered List-Building: The Basics of Creating a Powerful Opt-in Gift](#) for more details on creating a powerful product image for your opt-in gift.

As you can see from the client samples below there is a difference between the two types of files. The examples shown in the left column represent each client's professionally designed PRODUCT IMAGE clearly showing what they can expect to receive as a gift.

As I shared in the audio class, women tend to be drawn to the image on a page BEFORE reading the text so your PRODUCT IMAGE either invites them in or repels them. Sometimes there are no second chances.

The right hand column highlights that same clients **270 x 125 Promo Banner** that is used in marketing and promotion of your free gift. As you can see from the examples you can choose to use the Product Image in your banner or not which is a personal choice. What's most important is that your 270x125 Promo Banner speak to the 'benefits' that claiming your free gift will provide. Again, listen to the audio for details on Choosing a Title for Your Gift, Crafting a Compelling Description and more.

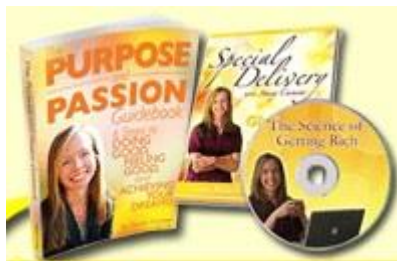
**EXAMPLES:**



Stacey Martino's Product Image



Stacey Martino's 270x125 Promo Banner



Stacey Curnow's Product Image



Stacey Curnow's 270x125 Promo Banner



Kellyann Schaefer's Product Image



Kellyann Schaefer's 270x125 Promo Banner



Katie Mazocco Product Image



Katie Mazocco's 270x125 Promo Banner

For further examples of client's **270 x125 Promo Banners** please visit:

<http://www.aspiremag.net/cbd-inspiring-gifts> (Hit the refresh button for even more)

Upon receipt your **270 x 125 Promo Banner** will be placed in the AspireMag.net Conscious Business Directory department of your choice.

#### **Side note related to the INSPIRED LIVING GIVEAWAY**

For those who are participating in an upcoming season of the *Inspired Living Giveaway* you will need to provide a **PRODUCT IMAGE** to participate. (We will NOT need the 270x125 for that project.)