

Lead Magnet Builder





Getting Started

Welcome to the Lead Magnet Builder.

Fill in the blanks as you develop your plan to turn your leads into sales.
(Answers available in the companion Turn Your Leads Into Sales Online Training).

Why a Lead Magnet?

What is a Lead Magnet and why does it give you more leads and sales?

A Lead Magnet Strategy gives you more _____ leads
when you have _____ and clarity on what you
are _____ and _____.

Your Lead Magnet is any _____ piece of content or offer
you provide to your prospects in exchange for _____
_____.

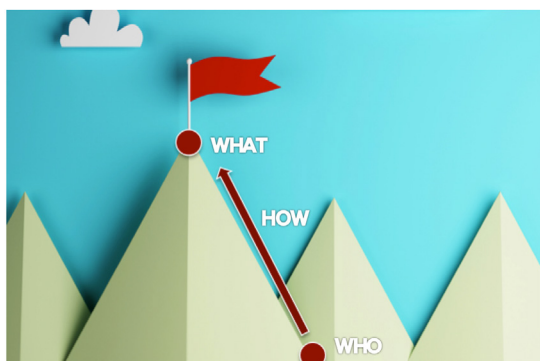


Your Lead Magnet Strategy

Use this Lead Magnet Builder to help you map out and create your Lead Magnet.

My Goal For This Lead Magnet Is

What Mountain Is This Lead Magnet On?



WHAT = _____

WHO = _____

HOW = _____

WHAT: _____

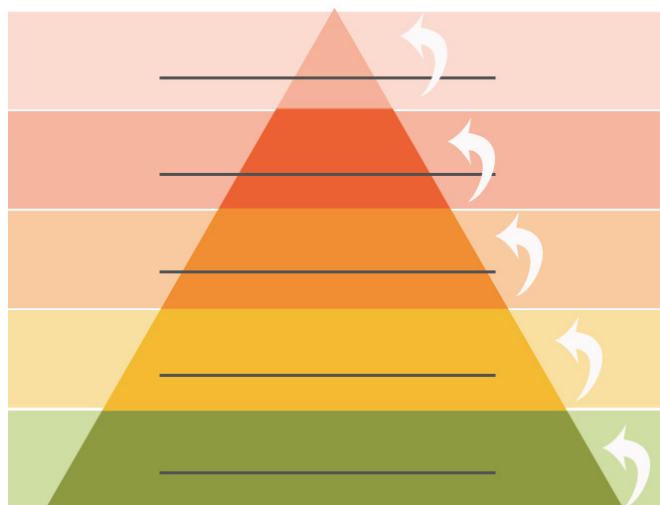


WHO: _____

HOW: _____

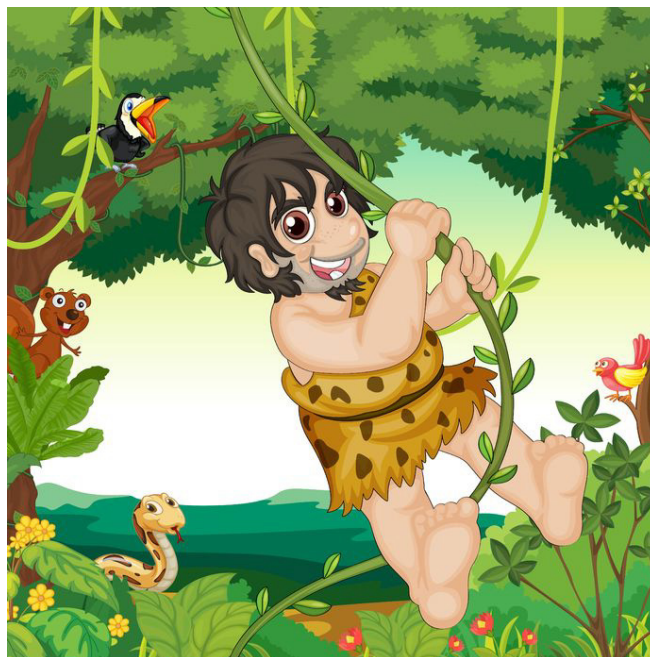


Understanding Your Buyer Journey





Understanding Your “Step 2”



Quick Win = _____

Need Created = _____

Call To Action = _____



What is the Core Idea or Hook for this Lead Magnet?

What are the core visuals I need?

- ☐ Thumbnail/display imagery
- ☐ Cover
- ☐ Logo or icons?
- ☐ Style/text
- ☐ Photos/Diagrams

Are there examples or visual references that I want this Lead Magnet to model?



My production team for this Lead Magnet is:

- ☐ Me :)
- ☐ Copywriter
- ☐ Designer
- ☐ Programmer
- ☐ Videographer

- ☐ Editor
- ☐ Stylist
- ☐ Printer / Manufacturer
- ☐ Other _____

Lead Magnet Checklist

- | | |
|---|--|
| <input type="checkbox"/> Relevant to my audience (WHO)? | <input type="checkbox"/> Is the Next Step / Call to Action clear? |
| <input type="checkbox"/> Relevant to my offer (WHAT)? | <input type="checkbox"/> Is the Mountain Journey mapped out clearly? |
| <input type="checkbox"/> Relevant to the Buyer Journey Stage? | <input type="checkbox"/> Am I adding value? |
| <input type="checkbox"/> One Specific Hook? | <input type="checkbox"/> Do I love it? |
| <input type="checkbox"/> Easy to consume? | |



BONUS Lead Magnet Types

There are literally dozens of types of Lead Magnets. Here are some of the more popular and effective types of Lead Magnet:

eBook

This is one of the most well-known and popular types of lead magnets. The length of your eBook can vary, depending on your topic and your market.

eBooks are typically made available as a PDF download after a user enters their name and email address in exchange for receiving the download file.

The key with your eBook is to keep the solution you are offering simple. That is, you wouldn't want to create an eBook offering "99 Ways to Grow Your Business", because that just seems like too much work.



Instead, you want to make sure your solution feels achievable and easy for your prospect to do.

Report

Much like an eBook, the Report or Guide is typically made available as a PDF download after a user enters their name and email address in exchange for receiving the download file.

The difference with a Report or Guide is that users have an expectation it will be factual and deliver information on a specific issue, timeline or process.

For example, this report to the left delivers an assessment of the Australian Property Market during a specific timeframe - July to December 2013.

FREE Report - Offer Expires in 48 Hours!



Get Your FREE Report Today

Special Offer

- ✓ The Massive Shifts occurring in the Australian property market - the opportunities & the pitfalls ahead
- ✓ Where the Hot Spots will be in the next 6 months and beyond, and how you can take advantage of them

NEW Report

The *REAL* Story About What's Happening In The Australian Property Market Right Now

By Property Expert & Multi-Millionaire, Phil Anderson

Free Instant Access

OR CALL US: 1800 034 300



Checklist

A checklist is a great lead magnet because it can be relatively easy to produce and has a high perceived value. Your prospects will appreciate the checklist if it solves a specific need they have. It will be particularly attractive if it reveals some “behind the scenes” processes.

For example, this checklist helps people track their bill payments.

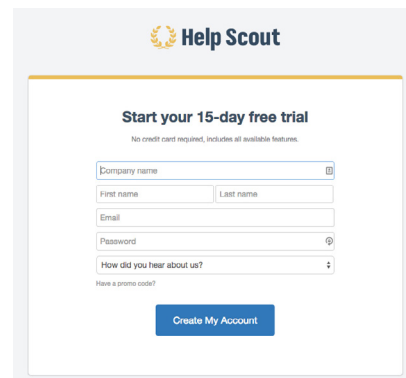


Free Trial

A free trial works very well if you have a SaaS (Software as a Service) or even other services e.g. gym membership. This can also take the form of a free trial product e.g. a one week supply of vitamins if selling vitamins.

“Try before you buy” works well because it reduces customer concerns, builds trust and it also gifts the customer, which builds rapport and reciprocity.

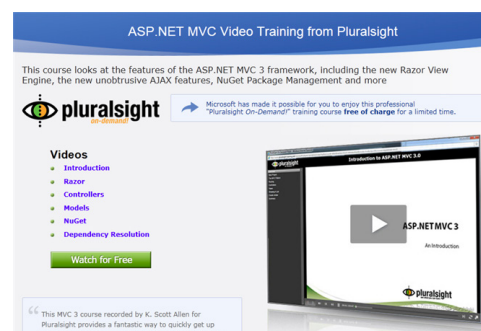
For example, this free trial for an online helpdesk software gets prospects using the software for free before they are asked to upgrade to full paid membership.



Video Course

A video course can have a high-perceived value, but needs to be used carefully.

Firstly, video can be complicated, costly and time consuming to produce. It can also ask a lot more of your prospect than just a simple checklist or eBook does in terms of time and commitment, so may not be as effective as a lead magnet for “cold” leads e.g. from Facebook.

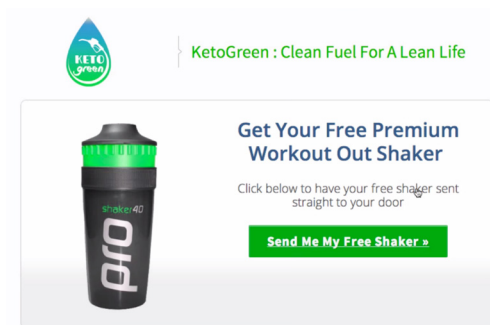




Where a Video Course can be an ideal Lead Magnet is when you offer this to a list you have already been nurturing, or when a joint venture partner endorses your offer to their list.

Physical Product

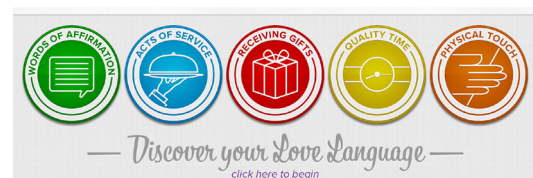
A free physical product works best when it is something that is related to the item you ultimately want to sell. Like this example where they are giving away a free shaker cup as a lead magnet for protein powders and other supplements.



If you plan on using this lead magnet strategy, test it on smaller numbers first to ensure you are going to get a return on investment. Unlike most other lead magnets that typically give away a digital product (little to no cost), a physical product can be costly, so you need to know your offer turns into paying clients.

Quiz

Quizzes are rising in popularity as a lead magnet because they have excellent potential to be more “viral” than other types of lead magnets (due to the fact users often want to share their results on their Facebook feed etc, which in turn, attracts more people to take the quiz and so on).



Quiz development can be costly if you get a customised solution. There are some excellent off the shelf applications for creating quizzes.

Typically with a quiz you would ask your prospect to enter their name and email either at the start of the quiz, or just prior to receiving their results (when they are highly motivated to get their outcome).

This is one of the most powerful and often overlooked lead magnet options.



Tool

If you have a business that lends itself to offering some kind of tool to make the life of your prospects easier in an area that compliments what you sell, you may want to consider creating a tool.

Tools can vary from simple spreadsheets (eg a Social Media Calendar if you are a social media expert), a calculator (eg a specific financial calculator if you offer financial advice), a plugin (eg a WordPress plugin if you offer web services), an app (eg an ovulation tracker if you are a fertility expert) or even a physical product (such as a low-cost pool tester if you sell swimming pools).

Depending on the type of tool you are offering, thought needs to be given as to how you produce it and how you collect your prospect's details.

There are tons of other Lead Magnet options, such as directories, white papers, free membership, audio programs, webinars, free consultations and more.





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PO Box 122
ROSEBERY NSW 1445
Australia
1300 720 120

herbusiness.com

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