

Creating **A KILLER LEAD MAGNET**

Growing your mailing list is key to the evolution of your business. Building customer loyalty will increase the trust you have amongst your community as well as your conversion to sales rate. Building a mailing list takes time and consistency as well as a little help from some clever marketing strategies. Lead magnets are great ways to grow your database. Lead magnets are one of our favourite ways to attract new audiences, or increase the loyalty of the ones already following you. Creating lead magnets that are accessible and cater to your audience's needs, wants desires and triggers are one of the best ways to get people to your page.

We all want to grow our mailing but nobody just wants to 'Sign up to a newsletter' They don't want to actively chose to be bombarded with your email.

As a marketer, it is your job to give them a compelling reason to do so.

So what can you offer them that will entice the to sign up? If they do, you then know they are hot hot leads. These are the people who will eventually buy from you or have been thinking about it. Fact.

WHAT IS A LEAD MAGNET?

A lead magnet is an added value incentive offered to audiences/potential clients in exchange for their email address and other contact information. They usually offer value, information, insight or education in the form of a digital download, or online training.

WHAT SHOULD A LEAD MAGNET DO?

There are 6 key things to consider when creating your lead magnet to ensure it is as irresistible as possible .

1.Solves a real problem

Get clear about what your lead magnet is solving for your client base. It needs to be something they really want or need in order to attract them to sign up

2.Promises a quick win

Lead magnets are really successful when they offer quick wins. What can your audience seek to get out of signing up? Will they be given a proven technique, something they haven't heard before? This should be clear in all the marketing collateral to ensure people are drawn in to wanting to find out more.

3.Super specific

The more specific you are, the more people will want in. Try to offer something that has a niche or that may not have been thought about before.

CONTINUED.....WHAT SHOULD A LEAD MAGNET DO?

4.Quick to digest

People like to get their information and get it fast. PDFs checklists and ' 3 WAYS TO' lead magnets work really well. People can become overwhelmed if too long and essentially, you want to keep creating lead magnets so leave yourself space to do more and not fit it all into one!

5.Instantly accessible

Make your lead magnet instantly accessible for people as soon as they sign up.

6.Demonstrates your expertise

Whatever you do, make sure your lead magnet shows your unique USP and expertise. If you have a clear niche or area of expertise, this is your chance to be seen as the 'GO-TO coach in that field and show off your skillset!

10 EFFECTIVE LEAD MAGNETS

1. Checklists and lists

These convert the best out of most lead magnets down to how easily consumed they are. They are super easy to create and can also end up being a double opt-in lead to sale for you if you are clever enough about what you use on the list. For example '3 tools you need to have in place to monetize your business' - you may then offer a course that answers the question to one of these tools.

2. Templates

A template is anything that offers a framework or some sort of starting point, so all the buyer has to do is copy, amend or fill in the blanks. This is a great way to offer value to people who may not know how to do something.

3. Scripts

Proven scripts are a really good way to entice people to sign up. Often, when people are starting out or learning, simply pulling the right email together or script to say on a sales call can be the very thing that daunts them. Offering scripts to get people on their way or ensure they are communicating things well are a sure set way to get people to sign up to your mailing list and give their emails away!

4. Resource List

Resource lists are hugely valuable because they are time savers for people. When trying to plan our how to automate, organise or promote there are a lot of options out there, so offering your audience lists of your preferred and tested resources are a huge help. They are easy to digest, solve a problem and save so much time!

5.Plans/planners

Creating planning tools and resources for your audience again is a huge time saver for them. People like to be given plans and timings of how to do things, for example meal plans for a week, exercise programmes for a month or weekly checklists of things that need to be done to help people get on track.

6.Worksheets/workbooks

These are one of our personal favourites. Worksheets make not only a good resource of information but actually also encourage people to interact and get involved with your work. By seeing that they can actually come out of it with a benefit, a plan or an answer to something will encourage them to sign up to the mailing list and want to come back for more .

7.Online workshops/webinars

These are pretty powerful when it comes to converting audiences into subscribers. People always want to learn as much as they can when it comes to their field of growth. Offering an online coaching education workshop that answers a specific need/question solves problems, is quick and easy to digest and also can be played at the users pace!

8. Information guides

Understanding where your audience may need help and knowing that is an area that you can deliver on is key. If you coach a specific area, how can you pull together information that will help them overcome or learn more about that area. Good examples of these are XX ways to overcome XX or XX proven ways to grow XX

9. Ebooks

Ebooks don't convert as well as some of the others as they are a little more lengthy and don't offer instant gratification however, are a good way to offer a service if you have a lot of content together. Recipe ebooks are a good way to showcase your skills. It really will come down to what the ebook is about for it to convert well. Why do people really want to download it?

10. FREE Challenges

Challenges are the new rave at the moment in the coaching industry. 7 DAY CONFIDENCE CHALLENGE, '2 DAY money mindset challenge'. These again, take a little more of a 'decision' and commitment from audiences to engage and sign up but if done well, can generate huge growth to a mailing list because they can create huge value and also promotion amongst people taking the challenge from their results. The key, as always to come up with a topic that you know people need.

THE PERFECT LEAD MAGNET PROMO CHECKLIST

When promoting your lead magnet. The below is a checklist of things you need to ensure you have in place to generate as much exposure and interest as possible.

ATTENTION GRABBING TITLE

The title is key to attracting the right audience. The title should grab the audiences attention straight away and either solve a problem or offer a solution. Our favourite examples of headlines either tell audiences the mistakes they are making or prove XX number of tactics that will get them results.

TELL AUDIENCES EXACTLY WHAT IT IS AND WHAT THEY WILL GET FROM IT

In your promotion collateral on the lead page or on social media, be sure to tell your audience exactly what the lead magnet offers, who it is for how it will help them and what they will get. Bullet point these out to ensure they can read it super quick.

THIS XX IS FOR THOSE WHO..

IN THIS XX YOU WILL GET

It WILL HELP YOU TO

CREATE A LEAD/LANDING PAGE.

Landing pages are a great way to direct your audience to sign up. They look professional and also can act as a 'more info' element to your promotion. You can use them to show snippets of the lead magnet or videos to promote and give further information. This is where people sign up.

7 EASY WAYS TO DRIVE TRAFFIC AND DISCOVERY OF YOUR LEAD MAGNET

Promoting your magnet from the below channels will help generate its exposure and have more people see it.

- On your social channels
- Paid for discovery on social media
- Sidebar of your website
- Link in your bio
- On your signature
- As an added value to an offering, training, workshop or other product you push
- Collaborating with others on their social channels
- Add the link to any free content + videos you promote.

CREATING YOUR LEAD MAGNET.

WHAT IS YOUR LEAD MAGNET IDEA - WHAT DO YOUR CLIENTS NEED?

WHAT PROBLEM DOES YOUR LEAD MAGNET SOLVE?

HOW CAN YOU MAKE IT EASY TO DIGEST?

WHAT IS YOUR TITLE?

WHAT TYPE OF LEAD MAGNET WORKS BEST FOR THIS TOPIC/TITLE?

CHOOSE 5 WAYS TO MARKET YOUR LEAD MAGNET.

- 1.
- 2.
- 3.
- 4.
- 5.