3d Lead Magnet Design Workshop

How to Define, Design & Deliver Your Own Irresistible Lead Magnets That Attract New Customers On Autopilot

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3d Business Growth Workshop

How to Design, Define & Deliver Your Own Irresistible Lead Magnets That Attract New Customers On Autopilot

Training Notes

3d Consulting Services

Magnify Your Mission : Multiply Your Reach

Contents

Introduction

If you want to convert prospects into paying clients, the first order of business is to find a good way to communicate with them.

Through a reliable communication channel, you can then start to build a relationship in which your target clients get to know, like, and trust you. That 'know, like, trust' equation is the basis of all repeat sales. It's also extremely difficult to build unless you communicate regularly.

And, what's the best way to communicate with your prospective clients?

Email.

It may sound outdated, but for most demographic groups, email is still a primary form of communication which people check daily.

Once you have someone's email address, you have a direct channel for building a relationship. The best part is that you have control over that channel.

While people have the option of opening your email or not, there's no third party company who can randomly take away your contact list.

There's no social media company who decides whether people see your message or not. And there's no search engine that calculates whether to show your information or not.

But how do you obtain those email addresses in the first place?

One of the best ways is to create a 'lead magnet' that is so irresistible to your target audience that they happily give you their email address.

And by the time you've completed this short book, you'll have:

➢ Seen the purpose and importance of having a lead magnet
➢ Set a goal for your own lead magnet

➢ Identified the target market for your lead magnet

➢ Decided upon the topic and format of your lead magnet

➢ Started to produce your own irresistible lead magnet

➢ Created the content for an opt-in page that entices subscribers

➢ Automated the delivery of your lead magnet

➢ Drafted a sequence of follow up emails designed to convert leads into clients

➢ Identified several ways to promote your lead magnet

➢ Discovered how to assess the effectiveness of your lead magnet

So let's get started…

Module 1 – What Is A Lead Magnet?

A lead magnet is a valuable product, solution, or benefit that you give to a prospective client in exchange for their contact information. You may also hear the words 'freebie', 'opt-in gift', 'buzz piece', 'lead gen offer', 'squeeze page bribe', or similar terms to describe a lead magnet.

Whatever you call it, an effective lead magnet will evoke trust and encourage your audience to exchange their information, usually their name and email address, for the offer.

A properly designed lead magnet will convert relevant prospects into subscribers, leads, and then eventually into clients. The goal of your lead magnet is to get people into your sales funnel so that you can convert them to client status. To accomplish this, your lead magnet needs to be seen as so much more than just another freebie. It must be a truly valuable item that magnetically attracts your perfect target clients.

The ideal lead magnet will:

Demonstrates Your Value

Positions You As An Authority

Builds a High Quality Email List
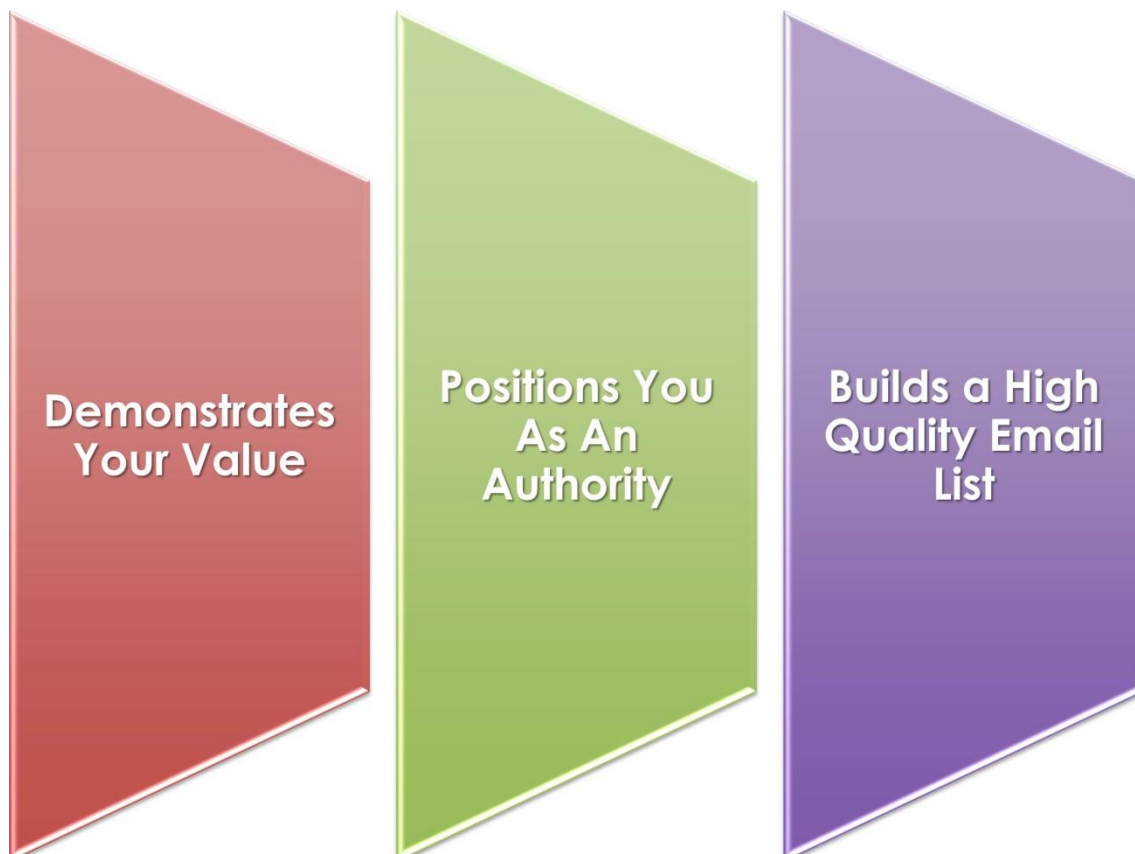
- ➢ **Demonstrate Your Value** – An exceptional lead magnet will show how valuable your products and services are, and will naturally help build trust.
- ➢ **Position You As An Authority** – When someone uses your lead magnet successfully, they start seeing you as someone who knows what they're doing.
- ➢ **Build a High Quality Email List** – If your lead magnet is laser focused on your ideal target audience you'll build a list full of subscribers who actually need what you offer instead of people who just want free stuff.

An effective lead magnet provides a **specific solution** for **one particular pain point** of your ideal audience. In addition, it should offer a sense of immediate gratification and help your prospect to start believing that you have the ability to solve more of their problems. The lead magnet should have a very high perceived value and be available to use and put into action within minutes.

Key Parts of the Lead Magnet Funnel

While we're going to be focusing primarily on the actual lead magnet in this book, it's important to understand where it fits into your basic sales funnel. There are several components to this funnel:
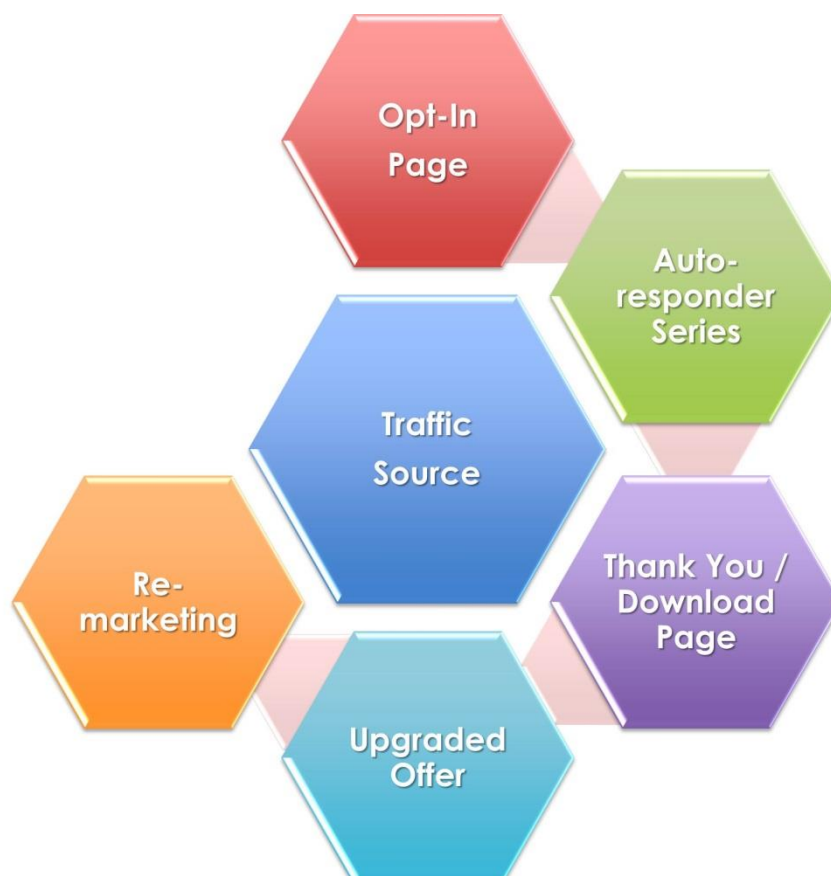
➢ **Traffic Source** – Where will your traffic come from for the lead magnet? Social media, blog posts, articles, emails and pay per click ads are a few potential sources.

➢ **Opt-In Page** – This is the page where you ask for an email address, and possibly other information, in exchange for your lead magnet. It explains the benefits of the lead magnet and offers a form to fill out to be able to obtain their gift. You'll also hear this page referred to as a "squeeze page" or "landing page".

➢ **Auto responder Series** – The opt-in page form submission triggers an automatic email series to be sent to the subscriber. Most people will have their auto responder service send a confirmation email first in which the subscriber must click a link to confirm they do want the lead magnet. The auto responder will then send whatever emails you have pre-written, at the time and in the order you've set up. It should start with a welcome email that gives people access to their gift.

➢ **Thank You / Download Page** – This is where the lead magnet lives and where people who provide their information get sent to retrieve their gift.

➢ **Upgraded Offer** – You can offer something for sale after people have retrieved their gift. This could be on a download page, as an add-on that enhances the lead magnet, or as an upsell to the lead magnet.

➢ **Remarketing** – You can also use this opportunity as a way to ramp up your email marketing by asking people to share your lead magnet with others. For example, you can ask people to 'like' or share a link to your opt-in page with others.

What Does a Lead Magnet Look Like?

You've probably seen lead magnets all over the place and not realized what they actually were. In fact, whenever you're asked for your email address, you're typically given some sort of gift as a result.

Examples of lead magnets include:

➢ Ebooks	➢ Templates	➢ Step by Step Guides
➢ Free Shipping	➢ Checklists	➢ Free Consultations
➢ Free Trials	➢ Coupons	➢ Free Assessments

Now that you know what a lead magnet is, give some thought as to your own products and services and how you can create your own effective lead magnet.

This could involve using something you already have, or creating something brand new to offer in exchange for an email address.

Here's a simple series of steps you can follow now to help you understand the different types of lead magnet available:

Identify lead magnets that exist.	→	Decide which kind of lead magnets you like most. Why?
Think of your audience and which types of lead magnets they like most.		
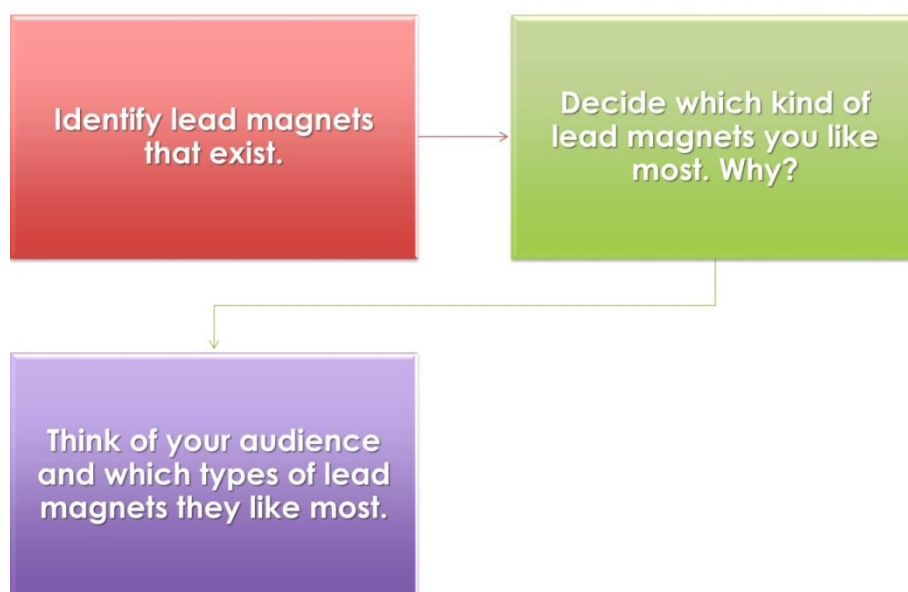
Thinking of your audience, what type of lead magnet would they appreciate most? For example, what currently attracts the most attention on the blogs and social media networks you frequent?

Brainstorming Activity:

Think about some lead magnets you've signed up for from individuals or companies.

1. Choose three you liked the most and explain why?

Lead Magnet / Why You Like It
1.
2.
3.

2. Choose three you actually used and say why?

Lead Magnet / Why You Used It
1.
2.
3.

3. Choose three you didn't use and say why?

Lead Magnet / Why You DIDN'T Use It
1.
2.
3.

4. Take a look through your Facebook newsfeed and look for sponsored ads for freebies. Identify some that stand out and look enticing to you? State why?

Facebook Ad / What Makes It Stand Out To You
1.
2.
3.
4.

Module 2 – Start With The End In Mind: Define Your Goal

To create an effective lead magnet it's important to know what your goal is for all those email addresses that you'll collect. Some potential goals for creating a lead magnet are general list building, product promotion (your own products or affiliate products), service promotion, and relationship and reputation building. Defining a specific goal is critical so that you don't just generate leads, but you generate targeted leads who are hungry for your specific products and services.

Let's take a look now at 3 different types of goals for lead magnets and what a relevant lead magnet might be.

1. General List Building

If your business is relatively new, you may not have a specific goal right now other than to start building a list of leads for your business. To capture the email addresses of these leads, you could market through social media channels, message boards, blog posts (guest and on your own blog) and more. However, you still need to have a very precise picture of who your ideal market is. Then you'll need to create content that attracts them.

When seeking to capture prospects who you can nurture into future clients, you'll need to target your audience in multiple channels using a lead magnet that is both specific to what you'll eventually be promoting, as well as useful to your ideal audience.

> **Example:** If you're just trying to build your list in general, you could use social media to distribute a survey asking the audience two or three questions. By way of thanks, you could offer a guide that provides a list of your favourite resources for doing 'X' (with 'X' being something your target market is eager to achieve).

2. Sales Generation for Products

If you have products to sell, it's important to determine if you're promoting a specific product or all of your products in general before you create your lead magnet. Some ideas for your lead magnet are free samples, a demo, a discount, or free shipping for physical products.

> **Example**: You want to sell your 12 week video course on how to use WordPress. Your lead magnet could be a short excerpt from the course on how to do something that takes less than five minutes from start to finish.

3. Sales Generation for Services

When seeking to build a list to promote services you also need to be clear about whether you're promoting a specific service or all your services in general. Consider providing a template, a consultation or an assessment to gain prospects or leads. In this case, the goal is likely to build appointment requests so that you can move the lead along the path towards becoming a client.

> **Example**: You want to sell your social media management services. You could promote a free Pinterest Pin Board SEO checklist as your lead magnet.

Turning Leads into Clients

Once you know what your goal is, it will be much easier to determine the ideal lead magnet. However, the ultimate goal is always to turn a lead into a client.

The Ideal Lead Magnet Serves 3 Functions

1. **Gives Leads a Sample** -- When people see your lead magnet, they need to feel grateful for receiving it. More importantly, they need to get a good idea of what they can expect from you in the future by way of any products or services you offer. You need to deliver such good value that they'll be wowed and more than satisfied when they actually spend money on your offers.

2. **Builds Relationships** – Your lead magnet will trigger the start of your follow-up email series. This email series must be directly relevant to the lead magnet

itself and should start building your relationships with leads. The perfect lead magnet is designed at the same time as your follow-up email series so that the two work together to provide value. Ideally, your email series will ensure that subscribers are getting the value & results that you promised them.

3. **Weeds Out Freebie Seekers** – By creating a lead magnet that is focused on your audience's needs & desires, you automatically weed out people who will never buy anything from you.

Gives Leads a Sample **Builds Relationships** **Weeds Out Freebie Seekers**
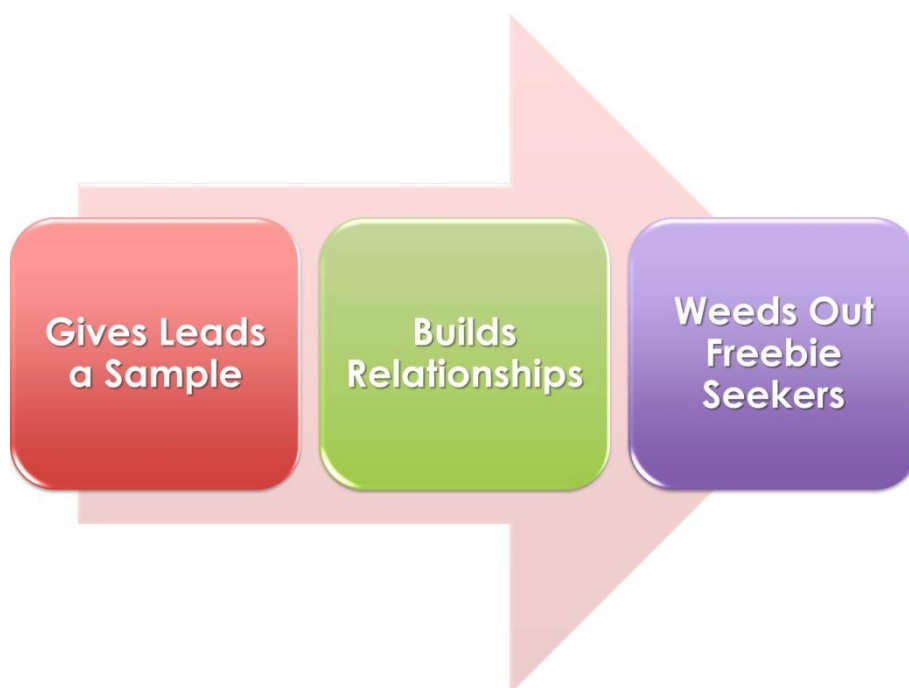
Here's a couple of simple steps you can follow now to help you determine a goal for your lead magnet.

Determine whether you have something to promote.

Determine whether you want to build your list in general or for something specific.

1. Think about whether you have a product or service you want to promote right now.

2. Decide whether you want to build up a general list of contacts or a specific list for whom that particular product or service is relevant.

Brainstorming Activity:

In planning a lead magnet for your business, what are your primary goals /aims?

Primary Goals
1.
2.
3.
4.
5.
6.

Module 3 – Who Is Your Ideal Client?

Everything you do in business should start with answering the question: *"Who is my ideal client?"* Knowing your ideal client is probably the most important aspect of marketing that exists.

It's how you create products and services that truly resonate with people. It's also how you determine the best way to market those products and services to them.

Finally, it's how you avoid issues and problems that come with trying to sell to people who aren't truly part of your ideal market.

Study the Clients You Have

One way to help you with this process is to think about the clients you already have. What do they buy from you now? What types of things do your current clients have in common?

If you're not sure, conduct a survey to discover the information you need. Offer an incentive to people for completing the survey, such as a percent off something you know they'd want, a gift card, or a free checklist.

You're probably already aware that you need to collect information about clients, like their age, location, gender, income, education, occupation marital status, etc.

However, the most valuable information is called 'psychographics'.

This includes things like their personality, attitudes, values, beliefs, hobbies, lifestyle, challenges, frustrations, and behaviour.

Finally you need to discover your target market's buying habits. This includes the places they go to buy, what types of products and services they normally buy, their typical buying strategy, who they buy from, and what they like or dislike about your competitors.

What if you don't have clients?

If you don't have clients of your own right now, you can look to your competition to get to know your audience. Find a business that markets similar products and services to the audience you believe is ideal. Join their lists, observe their discussions on social media, and note what questions the audience asks the most.

Understanding all the factors that define your ideal client will help you identify ways that you can provide value to your target market and become top-of-mind when they're ready to buy something.

Your Client's Buying Process

As you go through the steps for defining your ideal client, it helps to understand the overall buying process that most people go through.

Typically, a client will identify their problem or something they need, and then research it in multiple places. They'll then compare the various solutions that are offered.

Finally, they'll make a buying decision based on the factors that matter to them most. But, it's not over yet… Your client will always evaluate you based on your last product or service. That is why it's so important to understand who your client is, their pain points, exactly how you can solve them, and what types of offers will compel them to purchase.

The buying cycle may look like this:

1. **Identify Problem/Need** – This is where people realize they have a problem. They probably do a Google Search about the problem.
2. **Find Their Purchase Options** – The search reveals some options of what they could buy to solve their problem.
3. **Research to Alleviate Concerns** – They read product education, from you or someone else, and find information that addresses their fears and concerns.
4. **Make a Buying Choice** – They choose to buy something.

5. **Use the Purchase** – They use the product or service.

6. **Evaluate Results** – They make a judgement about the success or failure of their purchase, which colours their future decisions for good or bad.
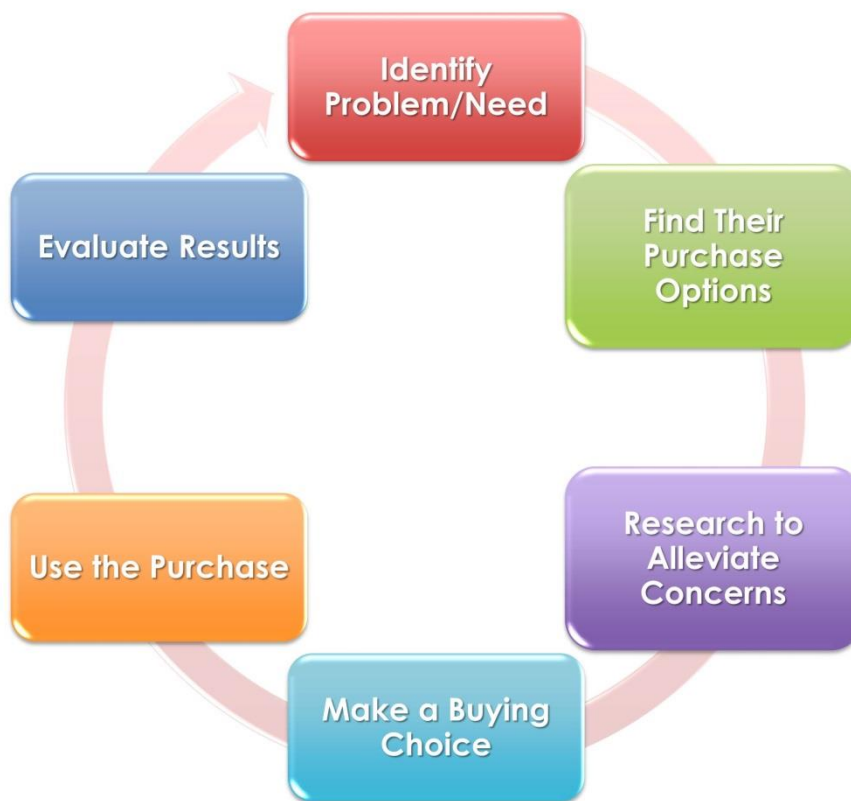
The first three phases of the buying cycle give you an opportunity to capture potential leads for your own product or service. The other phases give you an opportunity to directly convert prospects to clients and ensure that they become lifelong clients.

Here's a simple series of steps you can follow to help you determine who your ideal client is so that you create a compelling lead magnets.

1. Gather demographic and psychographic information on the clients you have

2. Survey them to find out more information

3. Look to your competition if you don't have enough or any clients of your own yet to study your audience.

4. Specify why you're the ideal person to offer your ideal client a solution.

5. Map your ideal client's buying process.

6. Write out your ideal client's profile.

Brainstorming Activity:

Create an avatar for your ideal customer by researching the following areas:

1. Who are your current best customers?

Best Customers & Reasons Why They're So Good
1.
2.
3.

2. What are their general demographics?

Demographic Profile	
Age Range:	
Gender:	
Location:	
Education:	
Occupation:	
Income Level:	
Marital Status:	
Language:	
Other:	

3. What are their psychographics? Start with the areas listed in this module and add to them.

Psychographic Profile

How They See Themselves:	
How They See The World:	
Personality Type:	
Lifestyle:	
Hobbies & Interests:	
Attitude:	
Morals / Values:	
Beliefs:	
Political Views:	
Religious Views:	
Behaviour:	
Challenges:	
Frustrations:	
Other:	

4. What are their buying habits and their buying process?

Buying Profile	
Where From? *(Location / Place)*	
What? *(Products/Services)*	
Who From? *(Shops/Individuals)*	
How Much? *(Comfort Zone)*	
Typical Strategy:	
Decision Process	
Competitor Likes	
Competitor Dislikes	
Other:	

Module 4 –Choosing The Right Topic

Now that you've identified your target audience, it's time to narrow down some ideas for creating a lead magnet that will get results. One way to do that is to ask yourself two key questions about your audience.

1. What questions are you asked most often?
2. What are your clients' top pain points that you can solve right now?

You can find out answers to these questions by asking your clients directly what they struggle with, by simply observing what your audience discusses in online forums or sites they frequent, or with a survey. You can send surveys to your current audience, or you can even send a survey through social media. Another option is to run the survey through a Facebook Advertisement, which will allow you to target your audience whether you have current clients or not.

When you do ask your clients or potential clients about their needs, be sure to give some options for answers. Otherwise, you risk getting answers that are completely irrelevant to the solutions you offer. Explore some typical questions people are asking, and then ask them which ones are most important to them. You can then leave an open-ended question for people to fill in their own answer.

Guidelines for Effective Lead Magnets

Once you have answered the two key questions, you can start to generate a list of ideas for your lead magnet.

 Follow these guidelines to make sure your lead magnet is effective:

Make it Specific – An ideal lead magnet should solve one pain point of your audience. Instead of trying to solve every problem, solve one simple problem. It's tempting to try to offer multiple solutions, but that actually does a disservice to your potential clients. It can overwhelm them and delay getting any results at all.

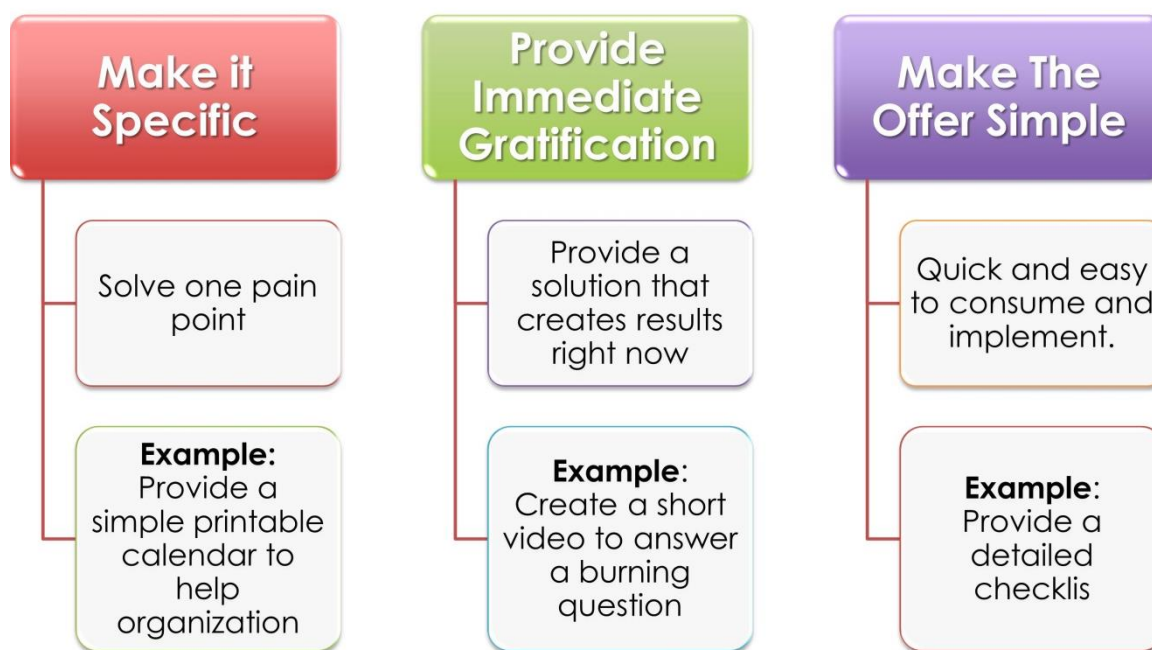**Example:** If your audience is someone who wants to be more organized,

provide a simple printable calendar with daily 5 minute chores on it, instead of a detailed year-long schedule of every activity they need to take.

Provide Immediate Gratification – Your lead magnet should provide a real solution that provides results right now vs. a future solution. It's not a time to sell something that comes later in the follow up emails.

> **Example**: Don't give them a long sales video as the free offer. Your lead magnet shouldn't be one big advertisement. You'll only alienate your prospects and they'll never come back. Instead, give them a short video that answers a burning question they have. They'll be thrilled to have a quick answer and will want to come back for more.

Make The Offer Simple – Your lead magnet should be quick and easy to consume and implement. You want them to be able to do something with the information easily, without a lot of complicated steps or extensive decision-making.

> **Example**: Provide a detailed checklist that they can implement right now instead of a long book that they have to read in order to decipher the "to do" before they can implement.

Make it Specific	Provide Immediate Gratification	Make The Offer Simple
Solve one pain point	Provide a solution that creates results right now	Quick and easy to consume and implement.
Example: Provide a simple printable calendar to help organization	**Example**: Create a short video to answer a burning question	**Example**: Provide a detailed checklis

Here's a simple series of steps you can follow now to help you pick a topic for your lead magnet.

1. Study your client avatar.
2. Write down their pain points.
3. Write down the questions they ask.
4. Write down the subjects they discuss most often.
5. What challenges do they encounter?
6. What can you offer that addresses one specific question and which is related to the products and services you want to promote with your lead magnet funnel?
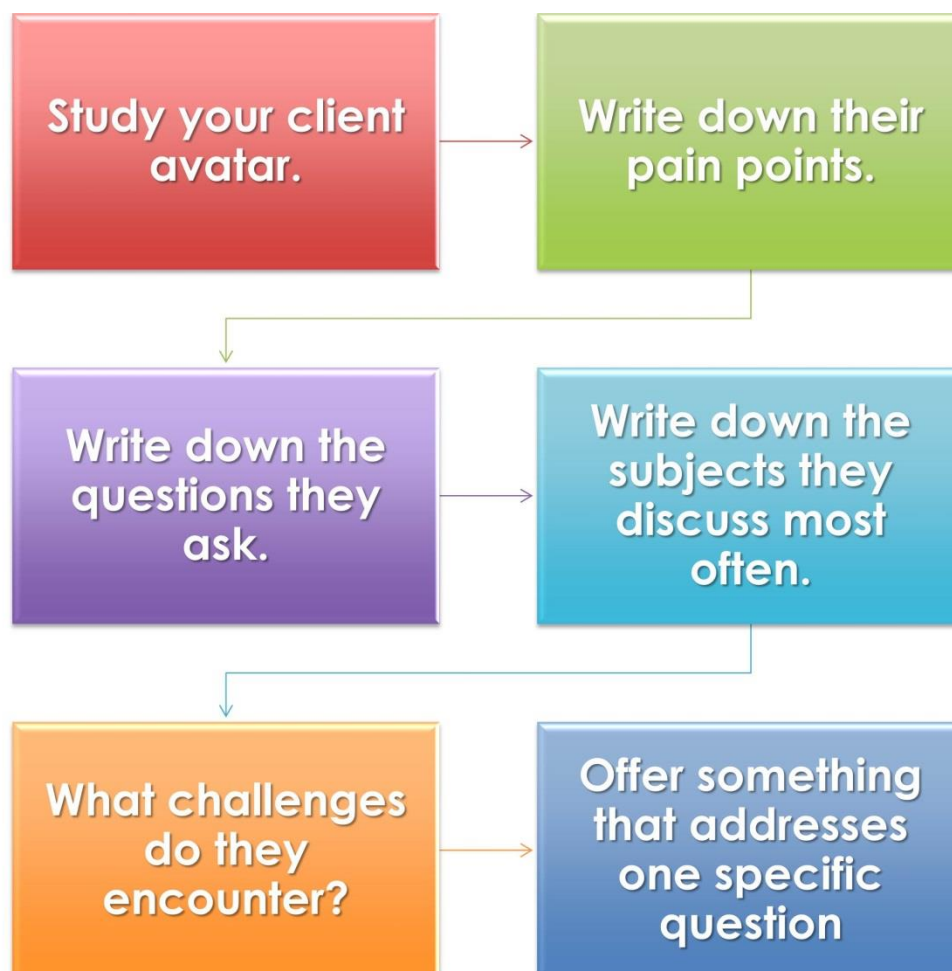
Brainstorming Activity:

Identify a topic for your lead magnet by answering the following questions:

1. What are the 3 top questions you are constantly asked when people find out what you do in your business?

Top 3 Questions
1.
2.
3.

2. What are your ideal customer's pain points?

Customers Key Pain Points
1.
2.
3.
4.

3. What might you offer your ideal client that they would find irresistible and not be able to pass up?

Irresistible Offer
1.
2.
3.
4.

If you're not sure of the answers to the above, put together a survey and send it to your current customers, your current leads, your Facebook fans, or run an ad on Facebook. Try offering a gift card or reward for people filling in the survey.

Now pick a topic for your lead magnet based on the guidelines discussed in the module and the goal you defined for your lead magnet.

Your Lead Magnet Topic

Module 5 – Selecting The Best Format

Remember, earlier you learned about the guidelines for effective lead magnets. In short, make it specific, immediate & simple. This means determining the right format in which to deliver your lead magnet.

The format in which you deliver your lead magnet will be determined by the type of lead magnet you choose. That in turn is based on your audience's problems and the solutions you can provide.

Lead Magnet Ideas

There are numerous items that you can use when it comes giving away lead magnets. Here's a list to help you decide. Although you could even come up with something of your own that doesn't appear on this list.

Assessment/Test	Catalogs	Cheat Sheet	Discounts
ECourses	Free download	Free Shipping	Free Trial
Guides	Handouts	Quiz/Survey	Reports
Resource Lists	Sales Material	Software	Tests
Toolkits	Training	Training Resources	Video

How to Choose the Right Format

You've already laid the groundwork for identifying your lead magnet earlier when you researched your target audience. You looked at who they are, what their main problems are, and which of their problems you can provide a solution to. Now you simply need to figure out how you'll provide the answers.

There are many formats that you can choose from listed above. Now, you just need to narrow it down to the most appropriate one. The best way to determine this is to go through the following exercises.

Study Your Metrics – Your auto responder service has analytics that you can view to find out how well your previous actions have worked. Study the numbers to see what formats work best for your audience.

Study Your Competition – While you can't be absolutely certain about what works best, you can take a look at what your competition is doing to get some ideas. If someone is spending a lot of money on ads, then what they are doing is likely working. You don't have to do exactly what they do, but you can try to recreate their methods within your means.

Study Social Media – Look at social media to find out what type of lead magnets others are promoting to your audience or a similar audience. On Facebook you can see how many likes an offer is getting as well as how many shares to find out if it's popular.

Know Your Capacity – What can you afford to create, and what do you have the talent to create? What can you outsource given your available resources? Only choose a format that you can reasonably accomplish with the resources that you have, including time.

Owned Assets – Do you have anything that you can repurpose to use as a lead magnet? If you have something low priced but valuable, can you make that work?

Here's a simple series of steps you can follow now to help you narrow down the format of your lead magnet.

Check your metrics. → *Study your competition.*

Look at the assets you already have. → *Take note of your resources.*
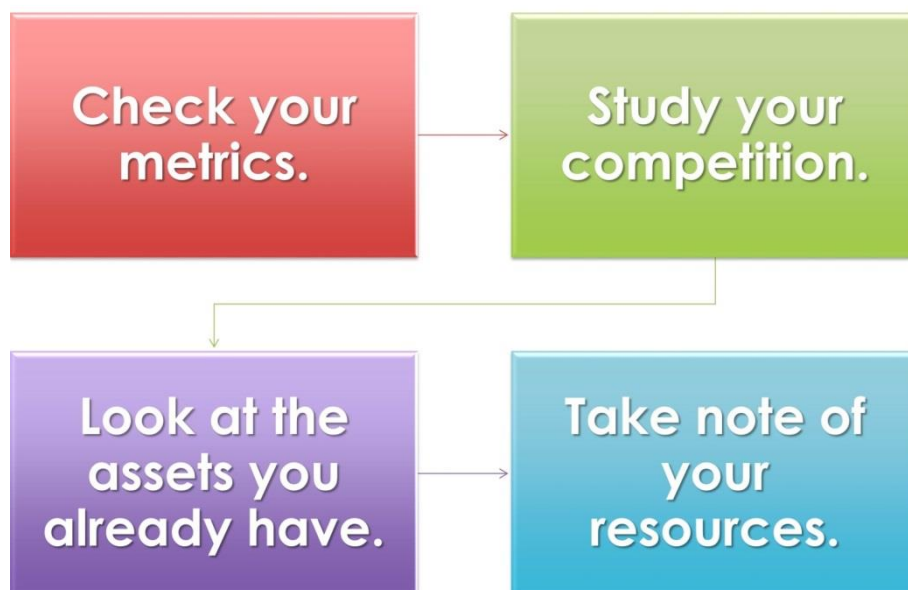
Brainstorming Activity:

Based on your target customer and the topic you chose, what type or format of lead magnets would be the most suitable? Pick one for the purpose of this course. When in doubt, pick the format that will be easiest and quickest for you to create, such as a pdf checklist or list of resources.

Assessment/Test	☐	*Quiz/Survey*	☐
Catalogs	☐	*Reports*	☐
Cheat Sheets	☐	*Resource Lists*	☐
Discounts	☐	*Sales Material*	☐
ECourses	☐	*Software*	☐
Free download	☐	*Tests*	☐
Free Shipping	☐	*Toolkits*	☐
Free Trial	☐	*Training*	☐
Guides	☐	*Training Resources*	☐
Handouts	☐	*Video*	☐

Module 6 – Creating Your Lead Magnet

Using all of the information you gathered in the book so far, you can finally start drafting your lead magnet now.

First, let's review the steps we've covered:

1. Identify the goal of your lead magnet
2. Define your ideal client
3. Pick a topic for your lead magnet:
   - What questions are you asked most often?
   - What are your clients' top pain points?
   - What solution can you provide for one specific problem?
4. Choose your lead magnet format.

Now you're going to get down to the nitty-gritty and do the work to actually create your lead magnet.

Lead Magnet Checklist

As you start creating your lead magnet, use this checklist to ensure that it meets all the key criteria that we discussed earlier.

Is it Specific?

Does It Address One Issue?

Does It Solve The Problem?

Is it Valuable?

Does it Offer Immediate Gratification?

Can They Consume It Quickly?

Does it Help Build the Relationship?

➢ **Is it Specific?** – Your lead magnet must offer a very specific solution to a very specific problem to a very specific audience.

➢ **Does It Address One Issue?** – You've identified your audience's one big issue or problem that you can solve. Stick to just one thing.

➢ **Does It Solve The Problem?** – Does your solution truly qualify as a solution? Your lead magnet must offer what it promises to do.

➢ **Is it Valuable?** – Not only should it have a perceived as high value, it should actually be of high value. Your lead magnet cannot look, feel or seem free. Your audience should be wowed when they get it.

➢ **Does it Offer Immediate Gratification?** – Leave the long video courses and multi week solutions to upsells for later. This lead magnet should be something that they can put to use and see results with now.

➢ **Can They Consume It Quickly?** – You're bringing people into your product funnel with the lead magnet so you want them to be ready to move on to a paid product as soon as possible.

➢ **Does it Help Build the Relationship**? – If your lead magnet is created with the same pride you create paid products, it will do so much more than just bring them into your funnel. It will build the beginnings of trust and a relationship.

Create a Timeline

You'll need a timeline for development, delivery and assessment of your lead magnet.

You can use this sample timeline and adjust it to fit your own schedule. Depending on the complexity of your lead magnet, the entire lead magnet creation can be completed over a six day period or less.
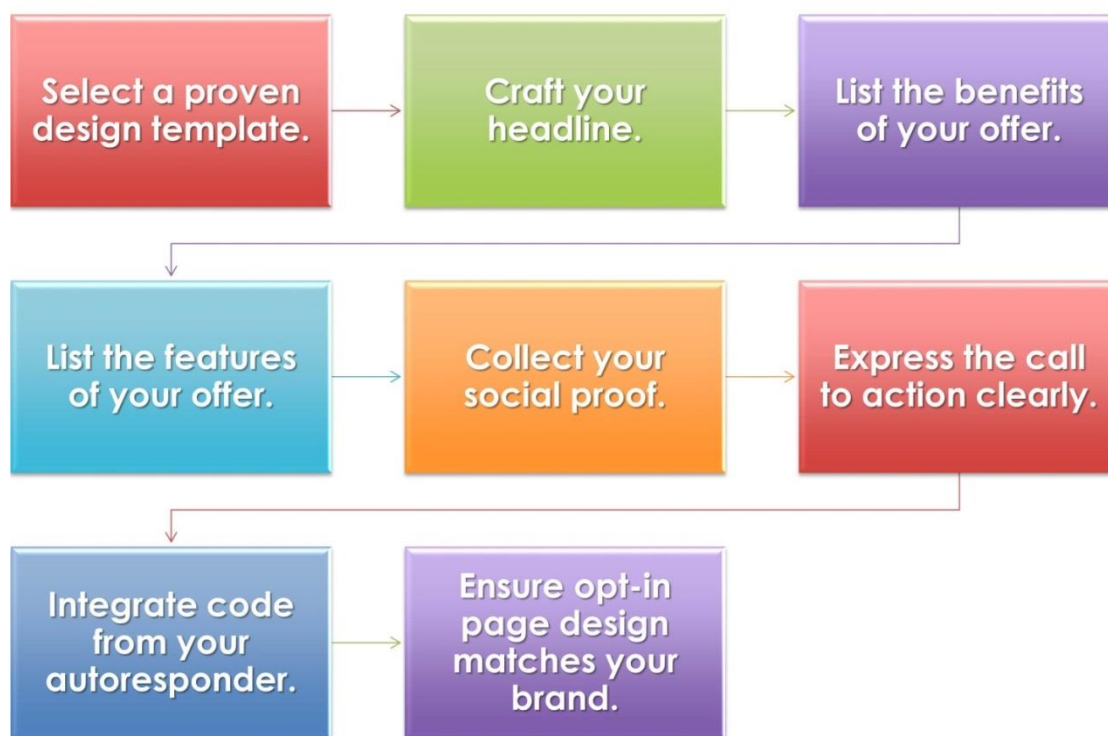
Adjust the schedule as necessary to fit your own timeline needs and availability based on any other activities you have going on.

To Do	Time
Research Your Audience	Day 1
Determine Your Topic Assess your Resources	Day 1
Determine the Type of Lead Magnet	Day 2
Determine Delivery Method	Day 2
Determine What Tools You'll Need	Day 2
Write the Script or Design of Your Lead Magnet	Day 3
Make an Outline	Day 3
Develop a Draft of Your Lead Magnet	Day 3
Edit the Lead Magnet	Day 3
Finalize Your Lead Magnet	Day 4
Publish Your LM in Final Format	Day 4
Set Up Promotion of Lead Magnet	Day 3 & 4
Set Up Follow-up Auto Responder Series	Day 3 & 4
Create Landing / Opt-in Page	Day 4
Push Traffic to Landing/ Opt-in Page	Day 5
Assess Results	Day6 Plus

In addition, during the study of your audience, note when the best time is for them to receive the lead magnet. You need to consider any holidays that affect your audience as well as the time of year it is. Different audiences will respond better at different times.

Keep your entire schedule in mind as you create the timeline for this project. You don't want to accidentally create roadblocks for yourself. Schedule in everything that you have to do, and then work in the lead magnet creation so that you can get it accomplished on schedule.

Creating Your Timeline

Select a proven design template.	Craft your headline.	List the benefits of your offer.
List the features of your offer.	Collect your social proof.	Express the call to action clearly.
Integrate code from your autoresponder.	Ensure opt-in page design matches your brand.	

Here's a simple series of steps you can follow now to create your lead magnet:

1. Create a timeline and put it in your calendar along with the other everyday things you do.
2. Identify who can help you, and assign appropriate duties to them.
3. Rid yourself of roadblocks.
4. Set and stick to deadlines.

Create a Timeline & put it in your calendar	Identify who can help you, and assign duties to them.
Rid yourself of roadblocks.	Set and stick to deadlines.
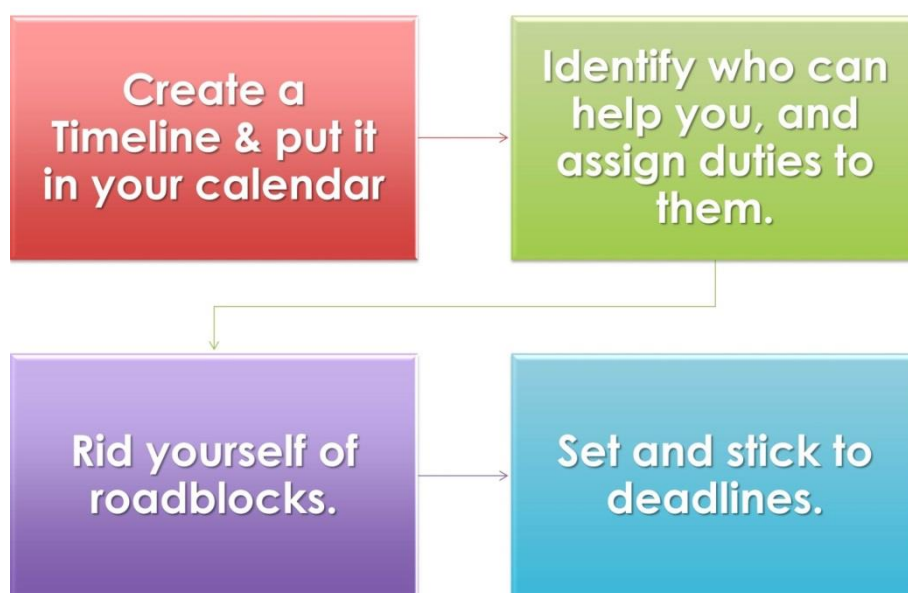
Brainstorming Activity:

1. Review all your notes regarding your goal, target market, problem to be solved, and format. If you have not completed these, create an action plan to do so. Use the timetable below to set deadlines for creating your final lead magnet.

To Do	Target Date
Research Your Audience	_ _ / _ _ / _ _
Determine Your Topic *Assess your Resources*	_ _ / _ _ / _ _
Determine the Type of Lead Magnet	_ _ / _ _ / _ _
Determine Delivery Method	_ _ / _ _ / _ _
Determine What Tools You'll Need	_ _ / _ _ / _ _
Write the Script or Design of Your Lead Magnet	_ _ / _ _ / _ _
Make an Outline	_ _ / _ _ / _ _
Develop a Draft of Your Lead Magnet	_ _ / _ _ / _ _
Edit the Lead Magnet	_ _ / _ _ / _ _
Finalize Your Lead Magnet	_ _ / _ _ / _ _
Publish Your LM in Final Format	_ _ / _ _ / _ _
Set Up Promotion of Lead Magnet	_ _ / _ _ / _ _
Set Up Follow-up Auto Responder Series	_ _ / _ _ / _ _
Create Landing / Opt-in Page	_ _ / _ _ / _ _
Push Traffic to Landing/ Opt-in Page	_ _ / _ _ / _ _
Assess Results	_ _ / _ _ / _ _

2. As you create your lead magnet, use the following checklist to make sure it will be as effective as possible.

Is it Specific?

Does It Address One Issue?

Does It Solve The Problem?

Is it Valuable?

Does it Offer Immediate Gratification?

Can They Consume It Quickly?

Does it Help Build the Relationship?

Module 7 – Getting Visitors To Opt-In

While there are a variety of places to display your lead magnet sign-up form, you should always have a dedicated opt-in page for it. This is a page solely dedicated to encouraging your audience to sign up to receive your offer. Opt-in pages, also called squeeze pages, are the most effective way to convince your audience to take you up on your offer. It's your chance to explain the benefits of your offer to your audience without any distractions from other content.

When designing your opt-in page, here are a few best practices to follow that are proven to have high conversion rates from visitor to subscriber:

Minimalistic Is Best – People have a short attention span, so something too drawn out can turn them off. Alleviate distractions by keeping the opt-in page to the point and focused purely on what they'll receive. You only have about 2 seconds to get and keep people's attention, so use it wisely.

Promise Something Amazing – Grab your visitors' attention with your headline. Make big promises, but also exceed their expectations. Don't blow smoke. Promise something that they can't live without that you know they want and need.

Offer Social Proof – If you have a lot of followers on Twitter, and likes on Facebook, install widgets that show this on your opt-in page. In addition, put excerpts of trusted reviews. Add -- with permission -- buyers' logos, URLs, and email addresses. Insert video and/or written testimonials too.

Explain How Valuable Your Offer Is – Always remember the rule: *Benefits over features* for your opt-in page. People are most interested in what's in it for them. Then they'll move on to wanting to know about some features. Always tell them the value of what they're getting when they subscribe.

Tell Them What to Do - Your calls to action should be explicit and descriptive so that people know exactly what they should do next. It often increases conversions to

include the benefit again in the call to action.

> **For example**: "Click Here to End Disorganization Now" or "Yes, I Want to Stop Procrastination Now"

Make It Simple to Opt-In – Put the form "above the fold" and don't make visitors scroll down a mile long page to get to the good stuff. Additionally, don't ask for too much information. At the most, ask for a first name and email address or just their email address. The more details you ask for, the lower your conversion rate will be. Remember, once they're on your list you can always ask for more information later.

Reassure Them – Always let people know that you will not share their information. This is known as a privacy policy, and it will help reduce objections. It's also required to have a link to your privacy policy at the bottom of the page if you're planning to drive people to your opt-in page via places like Facebook.

Use Proven Designs – Rather than trying to design an opt-in page from scratch, use templates and designs that have already proven to work for other people. LeadPages is a platform that will provide templates ranked by conversion rate. Plugins such as OptimizePress offer a multitude of templates that have also been proven to convert. There's no need to do it all yourself or hire an expensive designer.

Finally, don't forget that your audience matters.

You considered your audience when creating the lead magnet, now you need to bring that same attention to your lead page.

1. Select a proven design template to use for your opt-in page. You can use a tool like Lead Pages or a plugin like OptimizePress, or just research proven ones online and pick a design you like.

2. Craft your headline with your audience's primary need in mind.

3. List the benefits of your offer.

4. List the features of your offer.

5. Collect your social proof.

6. Express the call to action clearly.

7. Integrate the code from your auto responder, such as Aweber, Get Response, or Mailchimp, with your opt-in page. Alternatively, you can design a simple form in your auto responder and insert the code on your page.

8. Ensure the design of your opt-in page matches your brand.

Select a proven design template.	Craft your headline.	List the benefits of your offer.
List the features of your offer.	Collect your social proof.	Express the call to action clearly.
Integrate code from your autoresponder.	Ensure opt-in page design matches your brand.	
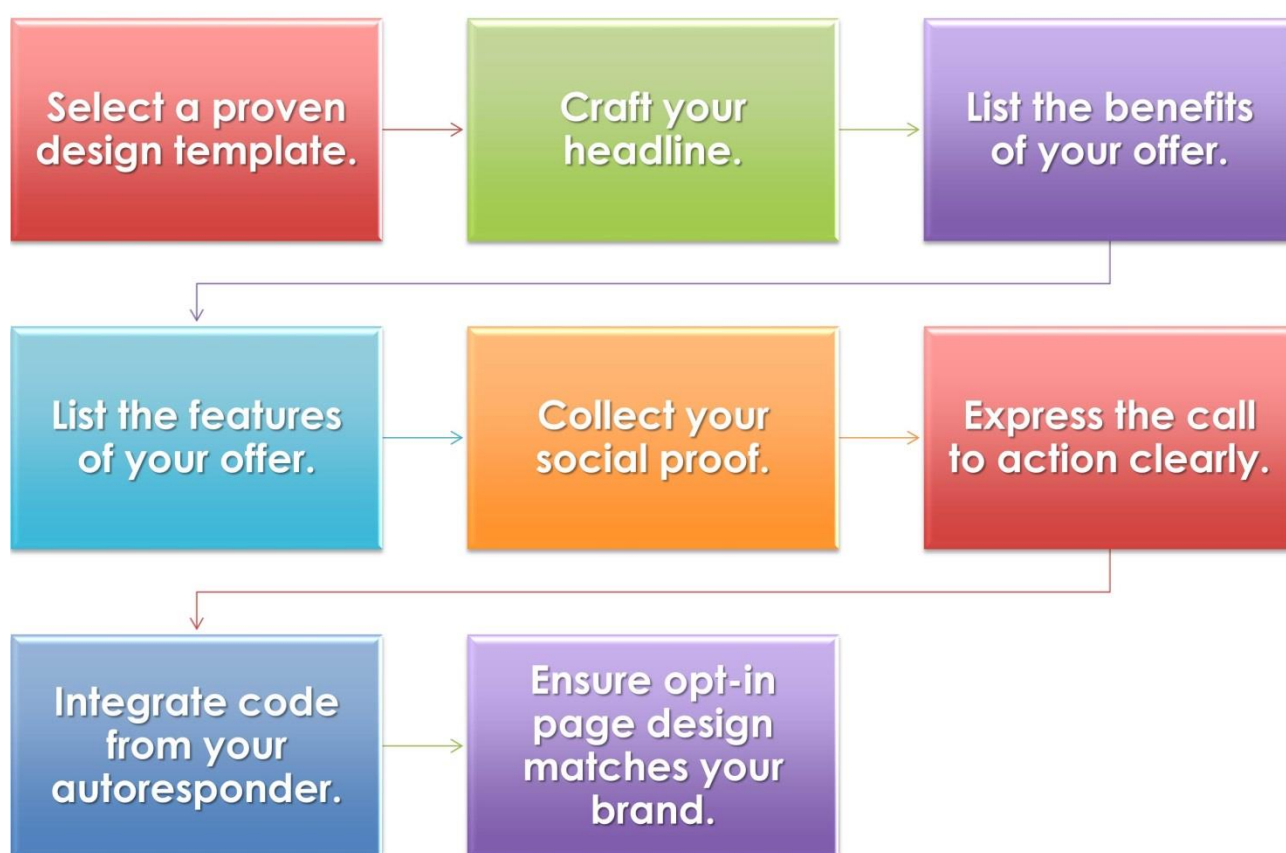
Brainstorming Activity:

1. Draft your opt-in page content. In addition to the examples shown in this module, consider researching how other successful companies in your field designed their opt-in pages. Be sure to include the following:

a. Enticing Headline

| |
| |

b. Benefits (results they'll get)

| *Benefit #1…* |
| |
| *Benefit #2…* |
| |
| *Benefit #3…* |
| |
| *Benefit #4…* |
| |
| *Benefit #5…* |

c. Features (specifics of what they'll get)

Feature #1...
Feature #2...
Feature #3...
Feature #4...
Feature #5...

d. Social Proof

Name:

Testimonial:

URL: ☐   *Photo:* ☐   *Video:* ☐

Name:

Testimonial:

URL: ☐   *Photo:* ☐   *Video:* ☐

Name:

Testimonial:

URL: ☐   *Photo:* ☐   *Video:* ☐

f. Specific Call to Action

Text	
Link URL	
Any Other Details	

2. Select a tool for creating & publishing your page, whether it's html code, a platform like LeadPages, or WordPress (using a plugin like OptimizePress). If you're not sure which tool to use, just focus on the content of your page for now. We'll discuss tools more later.

3. Once you have your actual opt-in page set up, insert the code for your email list form into your opt-in page so that people will be added to that specific list when they sign up. Follow the instructions for whatever tool you've decided to use.

4. Test your opt-in page.

Module 8 – Delivering Your Lead Magnet

The next thing that you need to decide is how you will deliver your lead magnet to your audience. There are several options, but the thing that you have to remember is that it needs to be simple and timely.

Once people submit their information they will want to receive what they signed up for right away. There are a few delivery system options you should consider.

Old Fashioned Snail Mail – Going to the post office to mail something to your leads is costly, time consuming, and not the best way to provide an incentive to sign up for your email list. This isn't to say that you can't offer premiums that you mail, but that is more like a gift for purchasing than a true lead magnet. Still, there are many people who offer a lead magnet that's a physical item and must be mailed. Examples include CDs, DVDs, product samples, and physical books.

Email Attachments – With this method, you wait until someone signs up and then you physically attach the lead magnet to an email and send it to them. There are many disadvantages to this method. Your file may be too large for them to receive in email, you may accidentally miss someone, and prospects could get frustrated with the whole thing. Not to say, it would be hard to track. Additionally, you lose out on the potential benefits of adding other calls to action on a download page.

Download Page – You can make a dedicated download page using HTML or a pre-made template in WordPress or another system. This involves making a zip file of your lead magnet and uploading it to your server or another storage area, such as amazon s3. Then you'll need to create a protected download link that someone can't simply search for and locate via Google or a site search. This method can work very well once you know what you're doing or can afford to outsource the work.

Automatic Systems Tools & Plugins – One of the easiest ways to deliver your lead magnet is to use an automated system or tool that does all the work for you. These

are efficient for managing multiple lead magnets and opt-in pages at the same time. When properly set up, they will deliver your lead magnet immediately. Plus, you'll have at your fingertips a lot of inside analytic information to learn from.

The main disadvantage is that you will need some knowledge to set them up, and you'll need to pay for them, sometimes a monthly fee. However, the advantages of many of these systems far outweigh the disadvantages.

When evaluating your options, consider what you already use, and what will work seamlessly and easily with the resources that you already have. This will save both time and money because you won't need to start from scratch if you already have some systems in place.

Here are the steps you should follow to help you choose the right tools and software for your lead magnet delivery system.
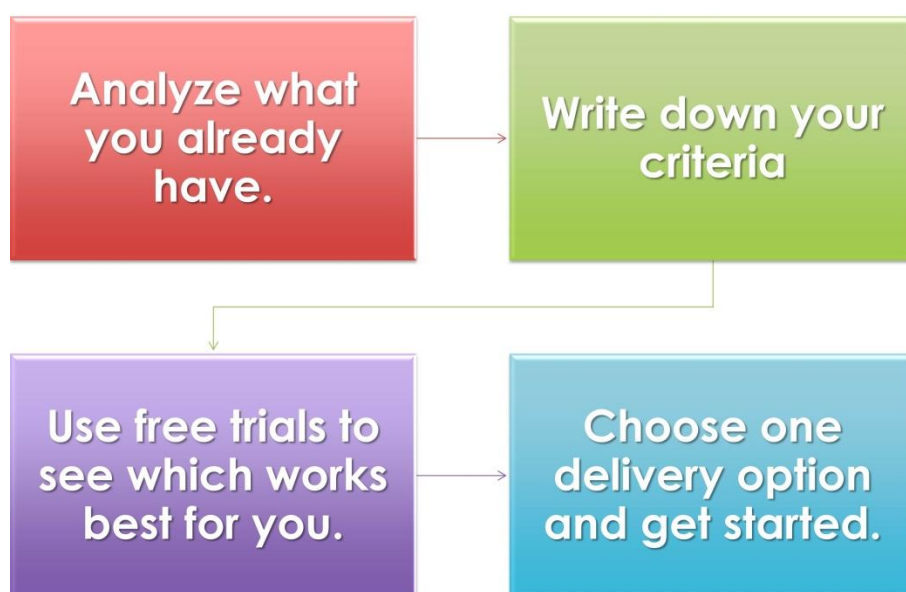
1. Analyse what you already have, such as hosting, auto responder service, and website (WordPress, HTML, or Site Builder).
2. Write down your criteria, such as price, and what software you already have that the tools need to integrate with.
3. Use free trials to see which one works best for you. What's easy for one person is hard for the next.
4. Choose one delivery option and get started.

Brainstorming Activity:

Identify how you will deliver your lead magnet based on the options presented in this module or any tools you already own or have access to.

As you explore each option, consider the following and take notes:

➢ What types of web services are you currently using (WordPress, html pages etc.) How well will this tool work with your current technology?

➢ How comfortable are you with using this tool? How easy will it be for you to implement?

Delivery Method	Integration with Tech	Comfort Level
Snail Mail		
Email Attachments		
Download Page		
Automated Systems, Tools & Plugins		
Other		

Module 9 – Design A Follow-up Sequence That Convert Leads Into Clients

One of the most important parts of creating a lead magnet is the follow up. After all, the whole point of creating your lead magnet is to bring your target audience into your email list so that you can build relationships and market your paid products and services. Therefore, creating and setting up the follow up emails is crucial for your success.

The great thing about follow up emails is that they are automatically sent by your autoresponder once you set them up. You load your emails into the system, and then it all works together. Your prospects enter their email address, they are sent to the thank you page, and an email is simultaneously sent to them.

If you don't already know, an auto responder service like Aweber will allow you to set up a series of emails to automatically go to the inboxes of people who have signed up for your lead magnet.

Explain It to Them

The first email you should send is a thank you message, and a reminder about where the download page is (where applicable) for your lead magnet. You'll want to remind your subscribers about how they signed up for your email list, what they received, and what they can expect from you in the future.

The goal of the email series you send is to convert your leads into clients. You accomplish this by establishing trust. The first leg of this challenge is achieved by sending them the lead magnet. The lead magnet shows your subscribers the type and quality of products and services they can expect from you in the future.

The emails will reinforce your knowledge, your authority, your skills, and help build trust & confidence.

Choose Your Frequency & Segmentation Strategy

You can set up emails to go out as frequently as you want or need to. However, you must set them up to go out at least weekly. If you send emails fewer than weekly, there is a chance the lead will forget that they signed up to receive your messages and then they'll unsubscribe. You can also set up a series of emails as long or short as you need them to be. You can even add more on the fly as one-off broadcast emails after you've set up your series.

For this first set of emails, consider creating 5 to 7 emails in the series to help convert them to buyers. You can also set up triggers within the system to move subscribers to different lists at different points. This is called market segmentation. Don't worry, it's not difficult to do and is all automatic based on the options and settings you create within your auto responder service.

For example, if a lead hasn't responded after five emails, they can be moved to a more general list that isn't promoting a specific product but is still providing valuable content. Or, if a lead does respond and makes a purchase, they should be removed from that list into a client's list so that you no longer market the same product or service to them.

When you create your series, each email should build upon the other. You should have a goal for each series or sequence of emails that go to your leads. Also, you will want to have built-in triggers that are based on the lead's behaviour that will either move them to a new list, or drop them off the list eventually.

A Good Sample Schedule for An Email Auto responder Sequence

➢ **Email 1:** Confirmation email. Your auto responder service likely has a template for this first email. It is called a double opt-in email and is important. This will help you avoid issues with anti-spam laws.

➢ **Email 2:** Thank you email. This is the email that will be triggered after your subscribers finish the opt-in process. If the lead magnet is a download, you'll send them to a download page so that they can get the lead magnet they

signed up to receive. Some of this process will be created by whichever software or plugin you choose to use from earlier, such as LeadPages. Also, you want to inform your new subscribers of what else they're going to receive from you in the future.

➢ **Email 3:** Get started email. In this email you'll want to acknowledge that your subscribers have had time to read or consume the lead magnet, plus provide some tips that will enable them to get the most out of it. Remind them that you'll email them again soon. You want them to look forward to your messages.

➢ **Email 4:** Benefits email. Tell your subscribers how valuable your lead magnet is, how awesome they are for being smart enough to get it, and the results they should be getting. Provide additional instructions on using the lead magnet if possible. Then, provide a link to a new special offer related to the lead magnet.

➢ **Email 5:** Tips for Success email. People love getting tips and tricks in their email that they did not have to take time to find. Make your subscriber feel good for opting in, let them know again how smart they are, offer a few testimonials, success stories, and ideas about how they too can be successful. Refer them to a special offer.

➢ **Email 6:** Bonus Gift and/or Promotion of Special Offer. If your subscribers didn't answer your call to action yet, ramp up the offer with a bonus gift, or mention the time limit on the special offer. Give them a little more education into the benefits of your solutions.

➢ **Email 7:** Additional Resources. Tell your subscribers about other things you have to offer. As long as they're aligned with your lead magnet benefits, then news of other offers will be good information to provide. Be sure to mention your special offer again if they've not taken you up on it.

➢ **Email 8:** Check in email. Sending personal messages is a good idea if someone hasn't taken you up on your special offer yet. You can talk about people who have taken you up on the offer, or ask them to come to a special discussion group or webinar for more information about your offers.

Your Email Sequence

Continue in this manner as long as you wish. But, be sure to move people from this list when they have made a bona fide purchase, or when they've taken some action that indicates that they want to learn more, such as joining a teleseminar or webinar.

Here's a simple series of steps to follow when designing craft your email sequence.

1. Get to know your auto responder software. It probably has video tutorials that can help you learn to use it. You can also outsource to someone who knows how to use the software if you prefer, such as a virtual assistant (VA).

2. Think about additional information, tips, and resources that would help your subscribers use and benefit from your lead magnet.

3. Start thinking about your products & services and which one you wanted to promote when you made your lead magnet (the goal of your lead magnet). Write down the benefits of it.
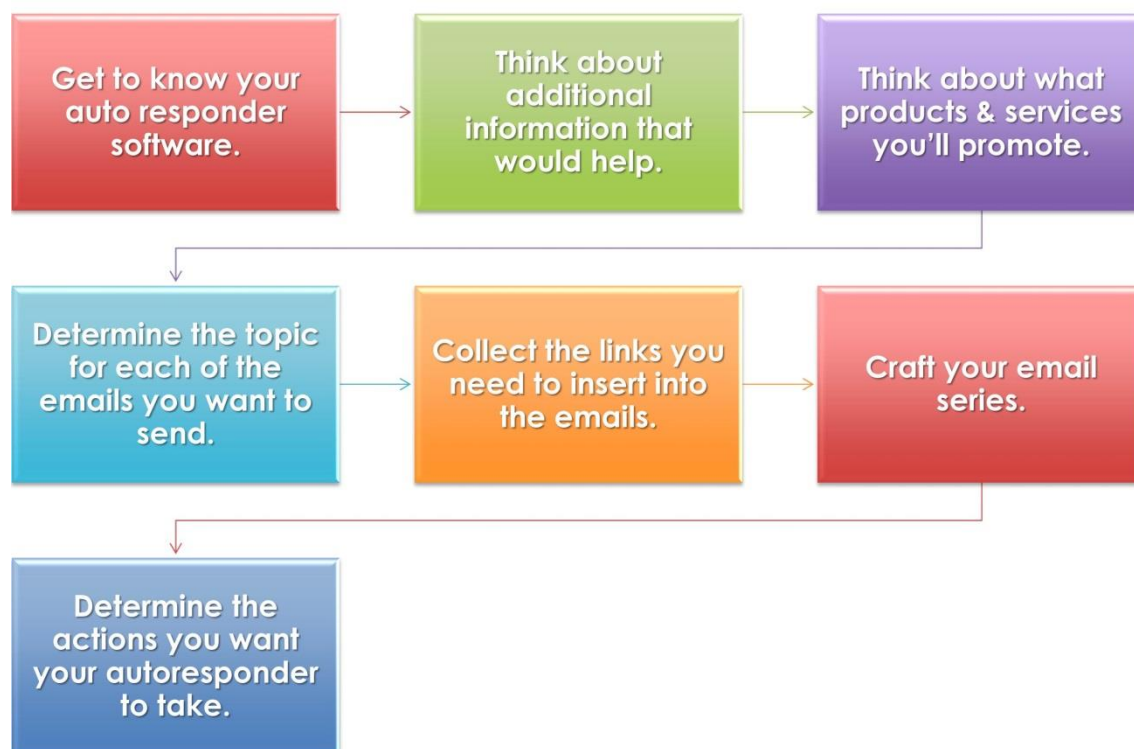
4. Using the additional information, tips, resources & list of benefits, determine the topic for each of the emails you want to send.

5. Collect the links you'll insert into the emails for product promotion.

6. Craft your email series.

7. Determine the actions you want your auto responder to take at different points, based on its options and features. For example, moving a subscriber to a client list once they've purchased something. Be sure to program those appropriately when you upload your email series.

Brainstorming Activity:

1. Create a schedule and topic list for your auto responder series. Use the planning template provided to help define a goal and topic for each email.

2. Write each of your follow up emails per your outline above (Template available in Appendix 3).

3. Load the emails into your email auto responder service.

Your Series & How It'll Breakdown…

Your Story…

Email #1 **Confirmation email:**

Objective

Email #2 **Thank You email:**

Objective

Email #3 **Getting Started email:**

Objective

Email #4 **Benefits email:**

Objective

Email #5 **Tips email:**

Objective

Email #6 **Bonus /Special Offer email:**

Objective

Email #7 **Additional Resources email:**

Objective

Email #8 **Checking In email:**

Objective

Module 10 – Promote Your Lead Magnet

Finally, you're at the business end of creating a lead magnet. You're ready to start promoting it. You have your lead magnet, you've got an opt-in page, and you've designed an email series to sell your products and or services. Everything is set up and ready to go.

Create a Marketing Strategy

There are five commonly used marketing channels that you can take advantage of to promote your lead magnet. The important thing is to make the most of each, and to design each in advance to succeed.

Website/Blog

Your blog should be considered the hub of everything that you do online. One goal should be to get every last person that comes to your website on your email list so that they will eventually become clients. You can put your lead magnet and call to action on several pages of your website.

Some areas on your site to consider placing your sign-up form with the lead magnet are the home page, feature box, side bar, on blog posts, a resource page, your "about" page, and in a pop-up or slide-up. Try putting your form in at least 2 to 3 of these spots, then track which works best.

Use the software that you decided upon to help you keep your calls to action clear and simple. The shorter and sweeter you can be about it while also stressing the benefits of answering this CTA, the better.

Social Media

On every social media network where you have a presence you can set up a call to action in some way. Add a new cover photo to help promote your lead magnet. Post updates, make infographics, design memes, record video teasers, and provide stats

that make your audience want to click through to access your lead magnet offer.

Email Marketing

If you already have an email list, you can promote your lead magnet to an already existing general list or other lists that aren't already in the new lead magnet pipeline.   Your new list may be more focused and targeted now that you're more seasoned at marketing. In addition, if you have affiliates or colleagues who will send out a message on their list for you that will help tremendously.

Paid Advertising

Paid advertising, such as promoted posts and Facebook ads, are great ways to promote your lead magnet. Determine how much each lead is worth to you by calculating:

1. The money you will make from the product you sell, and
2. An estimation of what your conversion rate will be.

Set a budget and stick to it. Only add money if you're making money.

Face-to-Face

Don't underestimate the power of the good old fashioned business card when it comes to promoting your lead magnet. Add a QR code or URL to your business card. Use it at events, trade shows, chamber of commerce events, speaking engagements, and if appropriate leave it on the table with your tip.

Here's a simple series of steps to follow for promoting your lead magnet.

1. Assess your budget and resources
2. Use the ideas that are free and take time vs. money first
3. Have graphics designed
4. Write blog posts
5. Update your website, adding CTAs & sign up forms where you decided
6. Get active on social media
7. Take action daily

Brainstorming Activity:

Brainstorm your promotion options using the provided template. Be sure to consider dates for upcoming face-to-face events

Website / Blog

Activity	Date
1.	_ _ / _ _ / _ _
2.	_ _ / _ _ / _ _
3.	_ _ / _ _ / _ _
4.	_ _ / _ _ / _ _

Social Media

Platform / Activity	Date
1.	_ _ / _ _ / _ _
2.	_ _ / _ _ / _ _
3.	_ _ / _ _ / _ _
4.	_ _ / _ _ / _ _
5.	_ _ / _ _ / _ _
6.	_ _ / _ _ / _ _

Social Media (cont)

Platform / Activity	Date
7.	__ / __ / __
8.	__ / __ / __
9.	__ / __ / __
10.	__ / __ / __
11.	__ / __ / __
12.	__ / __ / __

Email Lists

Own Lists	Date
1.	__ / __ / __
2.	__ / __ / __

Other / JV Partner Lists	Date
1.	__ / __ / __
2.	__ / __ / __
3.	__ / __ / __

Paid Advertising

Platform / Activity	Date
1.	_ _ / _ _ / _ _
2.	_ _ / _ _ / _ _
3.	_ _ / _ _ / _ _
4.	_ _ / _ _ / _ _
5.	_ _ / _ _ / _ _
6.	_ _ / _ _ / _ _

Face to Face / Real Time

Event / Activity	Date
1.	_ _ / _ _ / _ _
2.	_ _ / _ _ / _ _
3.	_ _ / _ _ / _ _
4.	_ _ / _ _ / _ _
5.	_ _ / _ _ / _ _
6.	_ _ / _ _ / _ _

Module 11 – Evaluating Your Results

Now that you have finished everything and planned your promotion, you'll need to start evaluating whether or not the actions you're taking are working. Start with a private test to ensure all the components are working. You can do this yourself or invite a few people who are active in your circle to test everything out for you.

Use your testers' feedback to perfect anything that needs to be fixed. Ensure that potential subscribers have no issues following the sequence of events required to obtain the lead magnet. Make sure the lead magnet is delivered in such a way that the prospects understand.

You know your audience best, but it doesn't hurt to ask someone in your audience to test out your lead magnet first for a discount or other extra offer. Look at each part of your opt-in page and sequence of events through your audience's eyes to ensure it all works together in a cohesive, simple way.

Check Your Metrics

Your auto responder service has the ability to allow you to see the numbers so you can watch what is happening. You'll be able to tell pretty quickly what is working and what is not. What's great about doing things online is that there is always room for tweaking and improving as you go forward with your offer.

Some metrics you should monitor are:

Opt-in Rates: How many people are visiting your opt-in page compared to the number who are actually finishing the process and becoming subscribers (your conversion rate)?

Lead Magnet Downloads: How many people who complete the opt-in process are actually downloading the lead magnet? If this isn't very close to 100 percent, check to ensure that everything is working properly.
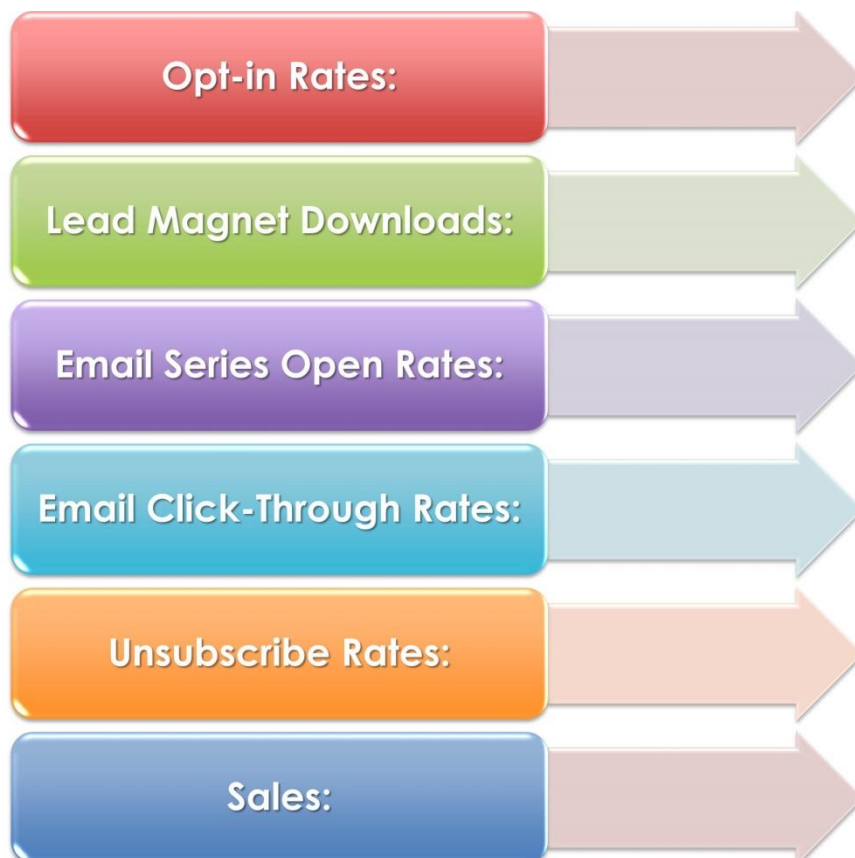
Email Series Open Rates: After your prospects have gone through the entire process, do they read the emails you have sent? What percentage reads? What percentage does not read? If high percentages aren't opening, try tweaking the subject lines.

Email Click-Through Rates: How many people who open and read your emails are clicking through your CTAs? What is the average? If it's low, you may want to tweak your CTAs.

Unsubscribe Rates: Are those who received your lead magnet staying on the list or unsubscribing quickly? If they're leaving in droves, perhaps your lead magnet is not targeted correctly on the right audience.

Sales: Have your sales increased due to your lead magnet? Have your "likes", "follows", and circle of influence grown? Has your email list grown? If everything has grown but sales stay the same, try revising your sales page to make it more effective.

Use the metrics you gather to tweak your campaign. Revise different elements of your funnel according to the suggestions we've included in the book. However, if your lead magnet funnel is working don't change anything. When you do change things, try altering just one small aspect at a time. For example, change a headline or a subject line, or make the buttons bigger. But don't change everything at once.

Here's a simple series of steps to help guide your evaluation of your lead magnet.

1. Ask a few existing contacts to test your complete funnel

2. Fully check each part of the sequence yourself

3. Tweak anything you notice that doesn't work properly

4. Determine which metrics you'll evaluate

5. Determine how you'll evaluate those metrics (look to your software for analytics that you can use)

6. Rinse and repeat
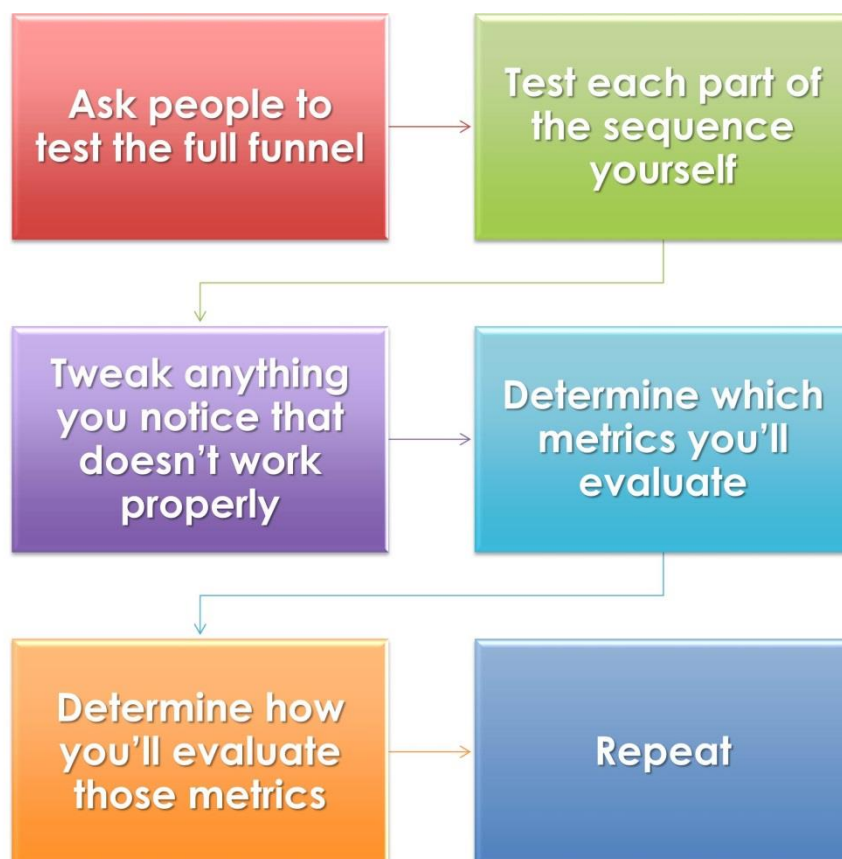
Brainstorming Activity:

Create an evaluation plan for your lead magnet. Use the provided table to identify what you'll measure along the way and when.

Lead Magnet

Metric	Deadline
4.	__/__/__
5.	__/__/__
6.	__/__/__
7.	__/__/__
8.	__/__/__

Opt-In Page

Metric	Deadline
1.	__/__/__
2.	__/__/__
3.	__/__/__
4.	__/__/__
5.	__/__/__

Auto-Responder Series

Metric	Deadline
1.	_ _ / _ _ / _ _
2.	_ _ / _ _ / _ _
3.	_ _ / _ _ / _ _
4.	_ _ / _ _ / _ _
5.	_ _ / _ _ / _ _

Sales Page

Metric	Deadline
1.	_ _ / _ _ / _ _
2.	_ _ / _ _ / _ _
3.	_ _ / _ _ / _ _
4.	_ _ / _ _ / _ _
5.	_ _ / _ _ / _ _
6.	_ _ / _ _ / _ _

Module 12 - Conclusion & Your Next Step

Now that you've learned how to create your ideal lead magnet and all the different pieces you need to put in place, you're ready to start building a targeted email list with your specific goal in mind.

As a quick review, here's what we covered in this course:

- ➢ How to establish a goal for your lead magnet
- ➢ How to define your ideal client for your lead magnet
- ➢ How to identify a topic and format for your lead magnet by exploring key questions and pain points of your target market
- ➢ A timeline for creating your lead magnet
- ➢ The essential elements of high-converting opt-in pages
- ➢ Delivery systems and tools for opt-in pages
- ➢ A sample email follow-up series and what you need to include
- ➢ Five common ways of promoting your opt-in page
- ➢ Different metrics you can analyse to determine the effectiveness of your lead magnet funnel

The entire point of creating a lead magnet is to target your audience more closely so that the people who sign up for your email lists are truly interested in what you have to offer.

Don't be afraid of making your lead magnet laser-focused on a specific target according to the ideal client avatar you created.

Once you have your lead magnet and the different parts of your funnel in place, focus on sending qualified traffic to the opt-in page. Use your blog, guest blogging, events (live and in person), and social media to promote what you have to offer.

The goal is to get very specific people in your audience to sign up for your email list so that you can use a targeted auto responder series to promote your products to an audience who wants and needs what you have to offer.

So, if you'd like to discover an ultra-quick way that you could have your own irresistible lead magnet up, running and attracting ideal clients in less than 28 days then head over to www.3dconsultingservices.com/call and schedule a free call with me at a time that's convenient for you and I promise I'll tell you the very best way you can achieve it.

Brainstorming Activity:

1. Review all your notes, worksheets, and checklists from the course.

2. Next, make a list of the actions you will take as soon as you get back to work. Identify the most important tasks that will lead to the biggest potential payoff. Set deadlines for each of the tasks you identified.

Action to Take:

By When : _ _ /_ _ /_ _ _ _

Action to Take:

By When : _ _ /_ _ /_ _ _ _

Action to Take:

By When : _ _ /_ _ /_ _ _ _

Action to Take:

By When : _ _ /_ _ /_ _ _ _

Action to Take:

By When : _ _ / _ _ / _ _ _ _

Action to Take:

By When : _ _ / _ _ / _ _ _ _

Action to Take:

By When : _ _ / _ _ / _ _ _ _

Action to Take:

By When : _ _ / _ _ / _ _ _ _

Action to Take:

By When : _ _ / _ _ / _ _ _ _

Action to Take:

By When : _ _ / _ _ / _ _ _ _

Appendix 1 – Design Best Practices

Be Specific
Choose one pain point to solve for your target audience.

Stick To What The Audience Knows
Deliver your lead magnet the way your audience likes to consume its content.

Make It Easy To Digest
Your lead magnet should be quickly consumable for best results.

Focus
Focus your lead magnet on getting quick results soon after it's been consumed.

Remember Your Funnel
Treat your lead magnet as an entry point into your sales funnel.

Encourage More
Your lead magnet should help your audience want to make more purchases from you.

WOW!
Your lead magnet should wow your audience enough to make them want more.

Get Social
Let your audience share your lead magnets via social sharing at the point of download.

Make It About Them
Make your lead magnet customer centric.

Give
Lead Magnet 101: You must give before you receive.

Appendix 2 – Mistakes To Avoid

Not Making A Standalone Lead Magnet
Requiring paid add-ons to make your lead magnet useful.

Too Complicated
Making your audience jump through hoops. Keep it simple. Just ask for an email address.

Forgetting To Focus
Laser-focus your LM on a very specific problem your audience has.

No Follow-up
Write an automated series of emails that add value before promoting other offers.

No Specific Goal
Create a plan of action for your lead magnet to achieve a specific result.

Neglecting Value
Ensure your Lead Magnet is as valuable as your paid products/services.

Being Too General
You need multiple lead magnets for multiple products/services.

Not Enough Effort
Market your lead magnet like you would any paid product.

Trying To Do Too Much
Take advantage of software that helps automate your lead magnet request & delivery.

Reluctance To Invest
Invest in your business in order to look professional and credible.

Appendix 3 – Standard Email Template

Email #__	*Page 63*	*Day #__*

Subject :

Headline (if using one)

Para #1

Para #2

Para #3

Para #4 (Call to Action)

Page 64

Link To:

Cliff Hanger Until Next Time:

P.S.: (Repeat of Call to Action)

NOTES

Page 65

NOTES

Page 66

About The Author:

Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they are qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you are an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I am certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to www.3dconsultingservices.com/call and select the appointment time that is most convenient for you.
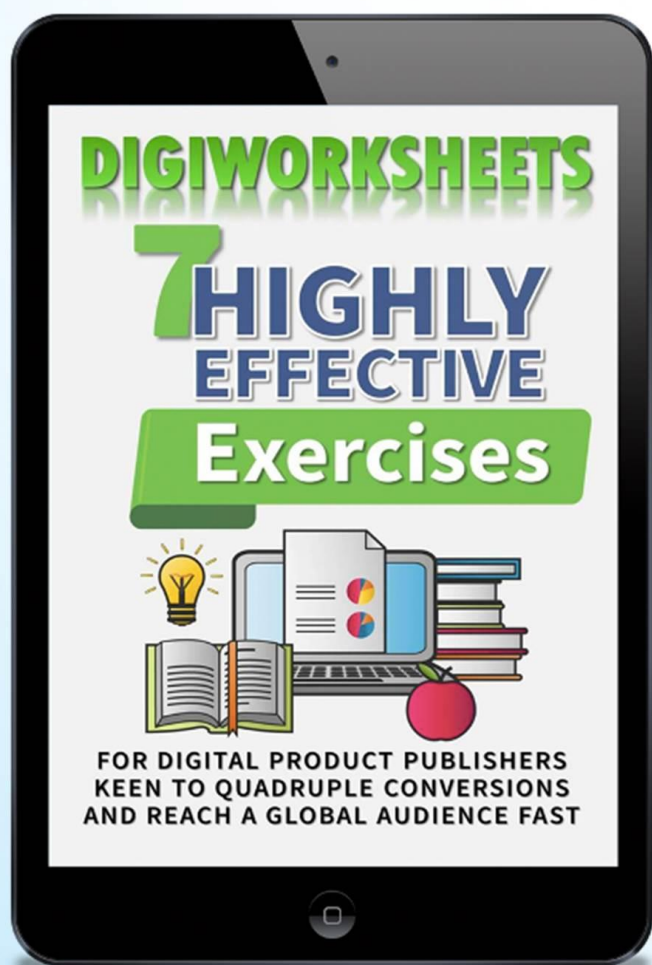
There is no charge, and when we talk, I promise to provide you with at least one strategy you could implement immediately, which will transform how you win new clients in the future!

And, whether you decide to get in touch or not, may your God always go with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

Tim

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