LEAD MAGNET GUIDE & WORKBOOK

Lead magnets and giveaways are a highly effective strategy to gain new leads, build your email list to nurture relationships and win new customers.

We hope to see you as a contributor in our next Grand Giveaway.

How to Find the Right Lead Magnet?

Ask yourself these questions...

1. **Identify Your Goals.** What is the goal for exchanging your gift for an email? How will this lead magnet lead to an interest in your product or service. What are you ultimately trying to sell? Do you have various levels of products/services in your sales funnel?

2. **Know Your Audience.** Who is most likely to be interested in your lead magnet? Will these potential leads also want to buy your product or service? Will they have objections and need more information? Where are they in the buyer's journey when you first reach them?

> *Keep the end goal in mind and reverse engineer your lead magnet.*

3. **Identify the Problem.** What are you trying to help with? Your lead magnet should be helpful and valuable to build integrity and trust.

4. **Choose Your Lead Magnet Topic.** Try to keep it simple and do-able for your audience, so they can achieve a goal and have success and get a taste of how you really help make transformation.

5. **Choose Your Lead Magnet Format Type.** Make a note of any that are relevant to your goals, audience, and problem you're solving. Also think about what you currently have for content and putting together the piece.

Additional Questions to Take Into Consideration

- Who is my ideal client and what do I define as a qualified lead?
- Would a qualified lead be willing to give up his contact information to receive this lead magnet?
- Would you have wanted this lead magnet and find it valuable?
- Would this be something they would want to share with others or rave about?
- Does my potential client care about solving this problem?
- Would solving this problem help my leads in some way? (perhaps make more money, save time or money, help do something faster/easier/better?
- Would solving this problem make them a better version of themselves?

> *The perfect Lead Magnet offers TREMENDOUS value within 5 minutes of the opt-in*

Lead Magnet Ideas

- [ ] Assessment
- [ ] Audio Program
- [ ] Audiobook
- [ ] Blueprint
- [ ] Bundle
- [ ] Case Studies
- [ ] Cheatsheets
- [ ] Checklist
- [ ] Consultation
- [ ] Content Series
- [ ] Coupon or Discount
- [ ] Digital Guides
- [ ] Directory Listing
- [ ] eBook
- [ ] Educational Resources
- [ ] Evaluation
- [ ] Expert Recommendations
- [ ] Flipbook
- [ ] Free Consultation/ Session/Discovery
- [ ] Free Membership
- [ ] Free Product
- [ ] Free Trials
- [ ] How-To Guide
- [ ] Infographics
- [ ] Lists of any type
- [ ] Live Demos
- [ ] Mind Map
- [ ] Quiz
- [ ] Reports
- [ ] Resource List
- [ ] Short Courses
- [ ] Slideshow or Slide deck
- [ ] Templates
- [ ] Toolkit
- [ ] Tools (spreadsheet, calculator, plugin, app)
- [ ] Videos/ Webinars
- [ ] Whitepapers

Tips to Get Better Results From Your Lead Magnet or Giveaway

- When planning a lead magnet, **know your budget** and how much time you have to get it done. You can make a highly effective download for minimal cost. Start off with simple and proven format types and gradually test new ideas to improve performance.
- **Make your lead magnet relevant.** Have the topic and format match with your audience and the product or service you offer.
- **Provide valuable content** that gives your user a win and demonstrates the wider value of your business.
- Understand and **define your buyer personas** ahead will help to craft the topic and type of lead magnet that best suits the audience.
- **See what your competitors are doing.** Visit their sites and see what kind of lead magnets they are offering. Follow their social pages to. You want your lead magnet to offer so much value people would happily pay for it
- **Map out the sales funnel and customer journey** ahead. Your lead magnet is part of an overall journey and needs to be congruent with your end goal in mind.
- Impress people with your **FREE lead magnet**. You want them to think, "Wow, this free content is really good therefore the paid products must be even better."
- **Create and message a winning UVP** (unique value proposition) that compels visitors to sign up for your offer and deliver on it.
- When creating your lead magnet - **keep it simple** by solving one important problem for your target audience.
- Make sure to **leverage your strengths** in your lead magnet and your subsequent offers.

> *"Your lead magnet must solve a problem"*

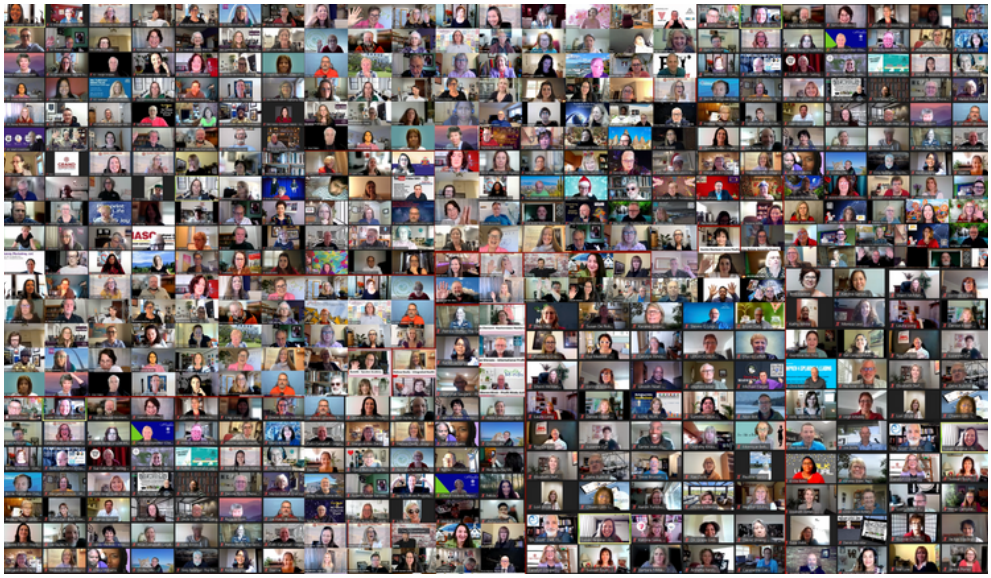
- Make it **memorable, stand out and visually appealing** in an easy to use format (cover design, typography, imagery, and formatting). Having a professional design reflects on your brand.
- **Use a template** that can be repeated for future emails. Your template will help you be consistent and professional and save you time.
- Create a good title for your lead magnet. **Make it specific** so that it attracts the right audience. Catchy titles often include a number.
- Create a **well branded banner/cover** for your lead magnet. Test it!
- Don't make your lead magnet too salesy. This is the time to **offer value and create trust**.
- Write multiple titles (10 or so) to test. Try to make them **catchy and highlight the benefit** your lead magnet delivers.
- Always have a **clear, simple call to action** to download, and also include another one in your lead magnet, thank-you page and email sequence to build trust and move your prospect further towards buying.
- **Calls to action should be incremental** and not jump too far ahead in the buyer's journey.
- Make the sign up process **easy and accessible** with minimal friction.
- Know your country's **email compliance regulations** to make sure your opt-in follows their rules.
- **Get something up right away and start testing**. You can continually improve upon it. Don't procrastinate by trying to make it perfect. Start building your email list as soon as possible.
- **Test your lead magnet** on a smaller campaign before investing a lot. You may be able to fine tune it to improve the results.

> *"Your lead magnet must solve a problem"*

GRAND CONNECTION

CONNECT · CREATE · COLLABORATE

Discover the Grand Connection



Connect, create & collaborate to reach your Grand Potential. Be part of a supportive collaborative community that brings you business education, visibility, and connections through Grand Giving.

Be a Part of Something Grand!

GAIN SKILLS & SAVE MONEY

EDUnetworking, Expert Speakers, Master Classes, Video Library, Member Benefits, Group Discounts

GET VISIBLITY & LEADS

Profile, Listings, Published Articles, Giveaways, Speaking, and Collaborative Marketing

MAKE GRAND CONNECTIONS

Global Virtual Events, Groups, Facilitated Masterminds, Membership Hub, Skill Sharing, Grand Giving

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