

The Ultimate Guide to Lead Magnet Success



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Lead Magnets are types of information that speak directly to your target market's needs. There are several steps needed to put together a lead magnet.

- Understand Need
- Put Together Lead Magnet
- Come up with an Awesome Heading
- Build Landing Page
- Advertise / Offer your Lead Magnet to your perfect target market
- Test and Review

The goal is to generate a connection e-mail, phone numbers, etc.

TYPES OF LEAD MAGNETS

- **Free Information** (E-book, Report, Audio, Video)
- **Free Time Saver** (Template, Checklist, Catalogue)
- **Free Event** (Seminar, Workshop, Webinar)
- **Free Trial** (Lesson, Test-Drive, 14 day membership)
- **Free Product** (Sample, Service, Tune up)
- **Free Quote** (Inspection, Appraisal, Report)
- **Free Advice** (Review, Audit, Assessment)
- **Free Voucher** (\$50 gift card, Discount, Coupon)





7 ways of making a lead magnet work:

1. SOLVES A REAL PROBLEM

If your lead magnet doesn't solve a real problem that your customer avatar has, or if it doesn't give them something they really want, it won't work at all.

2. PROMISES ONE QUICK WIN

Your lead magnet should promise (and deliver) one quick win for your avatar. In other words, it should help them to easily achieve something.

3. SUPER SPECIFIC

Don't create a lead magnet about something general.

The more specific you are about the benefit of your magnet, the better the convert leads.





4. **QUICK TO DIGEST**

PDF checklists tend to convert really well because they are so quick and easy to digest. E-books or lengthy reports may make your proposal feel overwhelmed.

5. **HIGH VALUE**

Your magnet should have both high perceived and high actual value.

6. **INSTANTLY ACCESSIBLE**

Your lead magnet will work best if it is something that can be delivered right away. People love instant gratification.

7. **DEMONSTRATES YOUR EXPERTISE OR UVP**

When someone consumes your lead magnet, it should demonstrate your expertise or your unique value proposition. This helps turn leads into customers down the road.





A Top Headline can use the 6 Elements below

1. TRIGGER

This is where the ad begins, you want to draw your prospect in right now with a trigger.

EG: Discover, How, Why, When, I reveal, Revealed, Exposed

2. # POINTS

This is where you make a specific claim. Begin with a number that allows you to draw the prospect in closer as they are drawn to specificity.

EG: 3 Ways, 108 Steps, 12 Strategies, 8 Secrets, 2 Hacks...

3. PROMISE

You want to have a specific outcome that your market will respond too, it needs to be something they really want!

EG: Generate More Leads Than Ever Before, Hit 6 Figures This Year, Double Your Sales, Grow 10x Faster

4. ADJECTIVE

Supports the notion of what you have to offer, adds an extra element to the headline to make it stronger, fuels up the topic

EG: High Quality, Hot, Easy, Simple, Stupid, Crazy, Ridiculous





5. TIME-FRAME

Keeping the headline to a specific time frame so people have a result outcome date. These make the promise seem within arm's grasp.

EG: In 24 Hours, Today, IN the Next Week, in 12 Months

6. OBJECTION

If they do not believe they can achieve the promise the objection makes sure they know even they can, makes every single person a potential lead EG: Even if you are new to Facebook, even if you have never used a computer, even if you are new to Coaching, regardless of your age, even if you just started

