

LEAD MAGNET IDEAS BLUEPRINT

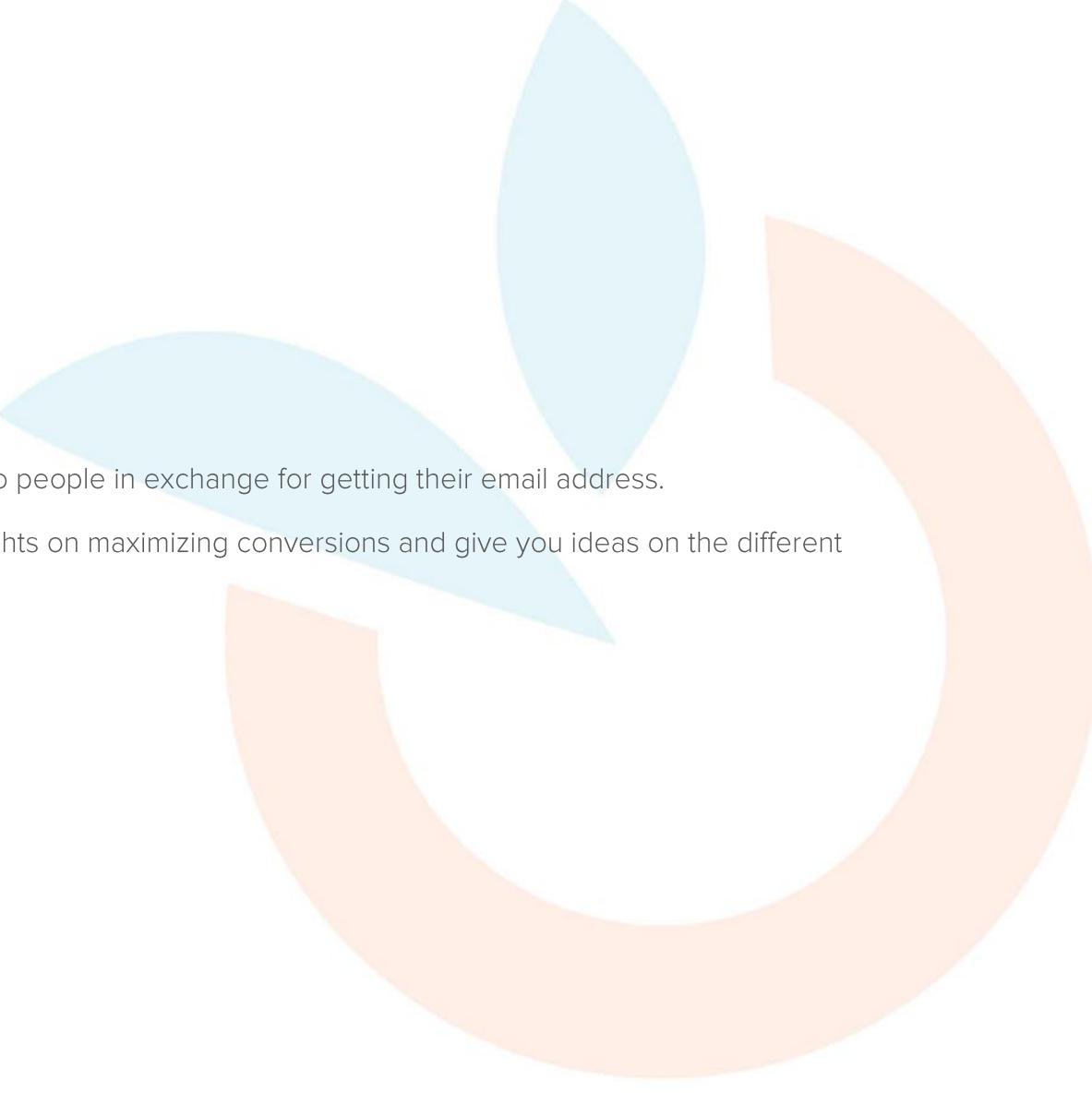




INTRODUCTION

A lead magnet is a freebie of some kind you give to people in exchange for getting their email address.

In this blueprint, I'll be sharing with you some thoughts on maximizing conversions and give you ideas on the different types of lead magnets you can be using.



Sharon Hayes

LEAD MAGNET IDEAS

PICKING THE RIGHT LEAD MAGNET(S)

If you pick the wrong type of lead magnet, you'll find that you'll get fewer people opting in.

People have different learning modalities and preferences for how they consume information. Some people may be auditory, others visual, others may prefer doing. Due to this, you may find that different client avatars tend to prefer different lead magnets. What works with one avatar, may not work for another even if it's the same product or service ultimately being sold.

All lead magnets fall somewhere on the X-Y grid of consumption commitment and value. By consumption commitment, I'm referring to how much time it will take them to consume the lead magnet. By value, I'm referring to what they'll receive in return for it. If you're an unknown to someone seeing your ad, it may be more challenging to get them to opt-in to a high consumption commitment lead magnet than one lower consumption.

It can often make more sense in today's information environment to actually stack lead magnets. Go for a low consumption commitment one to get the opt-in and include or offer the delivery of a higher consumption one once they've opted in.

More important than anything else is that your lead magnet - or stack of lead magnets - must lead logically to your offer, whether that is for a product, service or program. As part of this, you'll want to make sure that your lead magnet's audience matches your ideal client avatar.

BEGINNER LEAD MAGNET IDEAS

eBooks & Guides

eBooks and guides are typically provided in PDF format with a call to action at the end of it.

It's better to have killer content and a shorter PDF file than to strive for length but have weak content.

Action Plans, Checklists, Blueprints

Action plans, checklists and blueprints are popular because they can be very tightly oriented to helping people solve a specific problem. Plus, they are perceived as being low consumption commitment yet high value to those in need of a solution to a specific problem.

Webinars and Teleseminars

These tend to work best with warm audiences, people who have consumed a low consumption commitment lead magnet and joint venture partner traffic. When marketing either directly to cold audiences, often attendance rate can be poor and it becomes a chore just to get people to show up!

You can boost conversion rates for your offer if you go on camera for at least part of it. Due to many people accessing webinars from mobile devices, it may be too heavy of a resource load for you to be on camera for too long.

Strategy Call

Strategy calls can be offered with you directly or with someone working for you. Because they involve one-on-one time, you must do some prequalifying before people can book. These work best when the ultimate offer is of a one-on-one nature.

Information Gates

Write a killer blog post that delivers massive content? You may want to put it behind an information gate. Basically with this, you ask for someone's email address before they can access the content. It's a little tricky to set up technically the first time but it can be well worth it.

INTERMEDIATE LEAD MAGNET IDEAS

Video Training

Jeff Walker's Product Launch Formula 4 video series format is very popular. With cold traffic, it tends to work best with having a lower commitment consumption lead magnet on the front end. Content has to be really great to keep people engaged throughout the series. If not, you'll find drop off rate can be high. One thing that can be done to improve engagement is to give teasers during each video of what will be coming up. You want to generate curiosity and anticipation.

Surveys

Surveys on their own can be difficult unless people believe they will receive something for completing it, even if it's a chance to win something.

Quizzes

Quizzes are a bit different than surveys because they give the quiz taker some kind of result or diagnostic at the end of it. Due to this, not only will completion rate be much higher in most cases but more people will provide their email addresses if it is constructed properly. Make sure that your quiz results are shareable on social media for a viral boost. People often see friends take a quiz and then want to know how they will score too!

Coupons, Deals and Discounts

These are especially worthwhile testing when you're dealing with physical products, events and local services (i.e. dentist, chiropractor, etc). It can be well worth it to build your email list by giving a special incentive.

Contests

People love joining contests because of the potential of winning something. Quite often, it doesn't even matter what it is. Contests can also go viral very quickly. Make sure to do some legwork on legal issues since laws vary from one location to another.

ADVANCED LEAD MAGNET IDEAS

Giveaways

A giveaway is where multiple experts in a specific niche all offer “something” for free to people who join. Experts are all expected to promote this to their own audiences. For the giveaway organizer, there is a lot of work involved but it can pay off very well by resulting in hundreds, thousands or even hundreds of thousands of emails added to their own list. I suggest participating in at least one giveaway as an expert yourself before going down this route.

Telesummit

Telesummits are a hybrid of webinars and giveaways. You get together a number of experts in a specific niche to each be interviewed. Not only do telesummits allow you to grow your list fast, but you can also earn money by charging for all access passes. Again, I suggest participating in one or more to see what the experience is like before organizing one.