

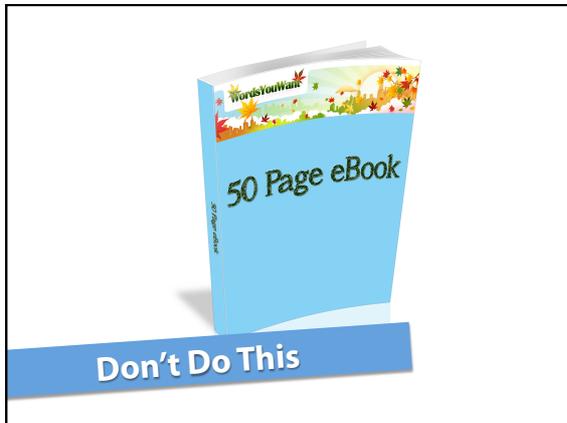


What is a Lead Magnet?

“**Lead Magnet** – *noun* – an irresistible bribe offering a specific chunk of value to a prospect in exchange for their contact information.”

- Digital Marketer.com

- Lead Magnet is **ONLY** valuable if people *consume* and benefit from it ...
- You want to help them get a **RESULT** not just provide them with lots of information.





Lead Magnet Types

- What types of lead magnets can we create?

Lead Magnet Questionnaire

- Answer the 3 questions in your workbook

Buddy Share

- Now turn to the person next to you and share with them your answers for 30 seconds and then switch.

Lead Capture Page Elements

- There are 5 elements (workbook)

Lead Capture Example

- Now look at the 2 lead capture page examples in your workbook and see if you can find and circle all 5 elements.





Ready To Get Practical?

- Share successful examples
- Choose which one is right for you
- Fill in the blanks & customise for your business

Lead Capture Headline

Your headline is the very first thing that people will see and read. It's the MOST important element.

Headline Example 1

- FREE REPORT: Melbourne Woman Reveals How She Purchased 10 Properties In Less Than 10 Years
- FREE [Lead Magnet]: [Your Location and Gender] Reveals How [He/She] [Achieved Result] In Less Than [Time Frame]

Headline Example 2

- FREE VIDEO: 10 Parenting Tips Every Parent Needs To Know
- FREE VIDEO: [Number] Tips Every [Target Market] Needs To Know

Headline Example 3

- Download This Free: 27-Point Webinar Marketing Checklist
- Download This Free: [Number] [Lead Magnet Topic] Checklist

Headline Example 4

- Learn Secrets Most Men Will Never Know About Women And Dating
- Learn Secrets Most [Target Market] Will Never Know About [Topic Of Interest]



Buddy Share

Now turn to the person next to you and share with them your headline

Lead Magnet Visual

2 types of images you could use...

1. An image of the actual Lead Magnet you're offering
2. An image of the benefits or results the Lead Magnet promises to deliver

Lead Magnet Visual

Teeth Whitening System GET A CELEBRITY SMILE

DENTIST APPROVED & RECOMMENDED

Brilliant Teeth in Minutes ...not five days

EASY TO APPLY • HELPS REMOVE PLAQUE • PROFESSIONAL RESULTS •

GET A RISK FREE TEETH WHITENING KIT
Get a professional grade whitening kit today for only \$49.95. Includes everything you need to get a celebrity smile.

FIRST NAME:

LAST NAME:

ADDRESS:

PHONE NUMBER:

EMAIL ADDRESS:

GET YOURS NOW

Lead Magnet Visual

AUTHORITY HACKS

3 Simple Tweaks That Transformed a Flat, Ordinary Blog Into a 100,000 visitor a month, High Profit Authority Site That Google LOVES!

by Ryan Deiss

Decide on an image for your L.C page

Web Form

Web form should include these 4 elements (workbook)

Hero Image → 

Headline → CLAIM YOUR FREE E-BOOKS

CTA button → Submit

Privacy policy → Don't worry! We hate spam and your information will never be shared with any third party!

Web Form Template

1. Form Headline Templates:

- Download Your Free _____
- Send Me The _____
- Free _____ Checklist
- [Lead Magnet Title]

Web Form Template

2. CTA Button Templates:

- Send Me The _____
- Download Now
- Get Your Free _____ Now



Bullet Points

- Bullet points are like mini-headlines
- Bullet points summarize the benefit orientated information revealed inside your lead magnet

Bullets Template 1

The (number) things you must know / have

- The 9 point "Check List" you MUST go through before having your book printed.
- 2 critical things you must have before you start trading.
- 3 things you must do, if you want publishers to take your book seriously

Bullets Template 2

The biggest mistake (prospects) make when trying to (benefit) and how you can avoid it.

- The 7 biggest mistakes most guys make when trying to start a conversation with women that ruin their chances with her.
- The biggest mistakes investors make when approaching a bank for finance.

Bullets Template 3

How to (benefit) without (problem)

- How to sell a truckload of your books virtually overnight without using a bookstore or a publisher (just these FREE resources).
- How to turn your book into an E-book in 5 minutes! Even if you're a computer novice.

Bullet Points Exercise

- Turn this information from a lead magnet into a bullet point using any previous template.

EXAMPLE: "Often, when newspapers don't have enough advertisers, they will call past advertisers and offer them space at huge discounts. You can get on the list of businesses they call by simply asking the newspaper to put you on their "distressed advertising list". I know one person who was offered a full page of space worth \$15,000 for just \$400."



Bullet Points

- How to buy \$15,000 worth of newspaper advertising for just \$400.

Congratulations!

- High five the person next to you and say "you're a copywriter!"
- If you're open to it, swap your copy with the person next to you and review each others copy.



Sales Page Copywriting



Sales Pages

- Simply a web page used to sell a product or service. Sales pages can be long or short in length.

Long Copy Vs. Short Copy

- Which typically sells more? Discuss with your table.
- How many think long / short?
