

USING LEAD MAGNETS EFFECTIVELY

WHAT IS A LEAD MAGNET?

Email marketing is one of the most important topics there is when it comes to running a profitable business. It doesn't matter which line of business you're in or what your specific goals are for business, you have to have a great and responsive email list.

Of course, it's tough to get people onto that list in the first place. When you first started email marketing, maybe you were really excited about the idea. You knew that as long as you put up a squeeze page, people would sign up for your list... right?

Well, you probably quickly figured out that's not the case. People won't sign up for your list just because you want them to. They won't sign up for your list just because they see your opt-in form or squeeze page. They won't even sign up for your list if they like you and what you have to say.

That's pretty depressing, isn't it? You know you have good stuff and make great products and recommendations. So, why won't people join your list?

You have to think about it from other people's perspective. Put yourself in their shoes. Do you like getting a ton of marketing emails every day? Of course you don't. You really only want to hear from those who interest you.

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Using Lead Magnets Effectively

Email marketers have burned you in the past. That's made you even more hesitant to just hand your email address out. You have to really want something to sign up to an email list.

That, right there, is the key. You have to really want something or you won't sign up. There has to be some sort of incentive there. The same is true for the people you want to sign up for *your* list.

Give them an incentive and they'll sign up. It has to be something so enticing and exciting that they would otherwise pay for it.

It has to be... magnetic.

That's a lead magnet. If you want to get more people to join your email list, it's important to come up with a great lead magnet that people will be excited to sign up for.

They'll see your lead magnet on your squeeze page or your opt-in form and they'll get so excited that they happily and quickly hand over their email address. That's what you're going for.

So now it's time to figure out what your lead magnet should be and get it ready.

A LEAD MAGNET SHOULD BE SIMPLE

One of the things your lead magnet should be is simple and effective. Don't over complicate things. There should be nothing confusing at all about your lead magnet or the text that's designed to get people to sign up for your lead magnet.

It should be easy to understand the value. It should be easy to sign up.

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Make sure your squeeze page and/or opt-in form are uncluttered and uncomplicated. Simplify... and entice.

A LEAD MAGNET SHOULD BE VERY SPECIFIC

Make sure your lead magnet is really specific. Consider offering one solution to one problem people in the niche have. You don't want a lead magnet that's general or tries to cover too much.

Really spell out exactly what people can expect to receive. You wouldn't say something like, "sign up to learn more about Internet marketing."

That's not specific at all! People are going to click away. It's not at all magnetic.

"3 little-known ways to get 3 offline clients by the end of the day...guaranteed" is a lot more specific and enticing. This is perfect for an IM crowd that's interested in starting a business as an offline marketing consultant.

TYPES OF LEAD MAGNETS

Your lead magnet can come in a variety of formats. Think about what your audience is most likely to respond to. Also consider what you're most comfortable creating. If you're not sure which type of lead magnet to create, take a look at what really successful marketers in your niche are presenting to their audience.

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If you have a great strategy for something, put it in the form of a cheat sheet. This should be something that's easy to follow and really gives a great strategy to those who sign up.

This might be in the form of a worksheet, notes, a mind map, or some kind of visual.

Course

You can create a course for people to follow. People often like email courses that they receive over time.

Report

You can offer a short, easy-to-digest report that offers a great strategy or tips.

Ebook

You can offer a longer, full product in the form of an ebook.

Video

You can offer a video that teaches something, shares a great strategy, demonstrates something, etc.

Audio

You can offer an audio product or course that teaches something.

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Coupon

You can offer a great coupon or discount to new customers who sign up for your list.

Quiz

There are certain tools that will allow you to create a quiz to entice people to sign up for your list. This is somewhat of a pattern interrupt, so it can be a great thing to test. People like to answer questions and see if they're correct, so you can deliver their results via email.

Play around with different ideas like this and see what will work for you.

YOU NEED A GREAT SQUEEZE PAGE...

Remember that you really have to entice people to sign up for your list. That means you need a great squeeze page and opt-in form text. You have a great lead magnet, so now you really have to "sell" it so people will sign up. Make it an offer they can't refuse. Sign up to get this amazing free thing... you don't want them to think twice about it, and make sure you put the strongest 3 to 5 benefits on the squeeze page.

YOU NEED HIGHLY TARGETED TRAFFIC

Drive really targeted traffic to your lead magnet. This means traffic you know will be interested in what you have to say. You can use paid or free traffic or a combination. If you have a great squeeze page and an effective lead magnet, you should get an incredible amount of sign ups for your list.

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GET YOUR LEAD MAGNET READY!

Now's the time—get your lead magnet ready now. Set up your list-building funnel with a lead magnet you know will knock people's socks off. Whether it's an ebook, report, video, course, or whatever, know your audience, be specific and enticing, and make it a freebie offer you know they can't refuse.

ENJOY!

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