Key Tips For

CREATING LEAD MAGNETS THAT CONVERT

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MICHELECRILEY.COM

Greetings Entrepreneur!

My is Michele better know as the Savvypreneur. I'm a business coach and digital marketer & website designer.

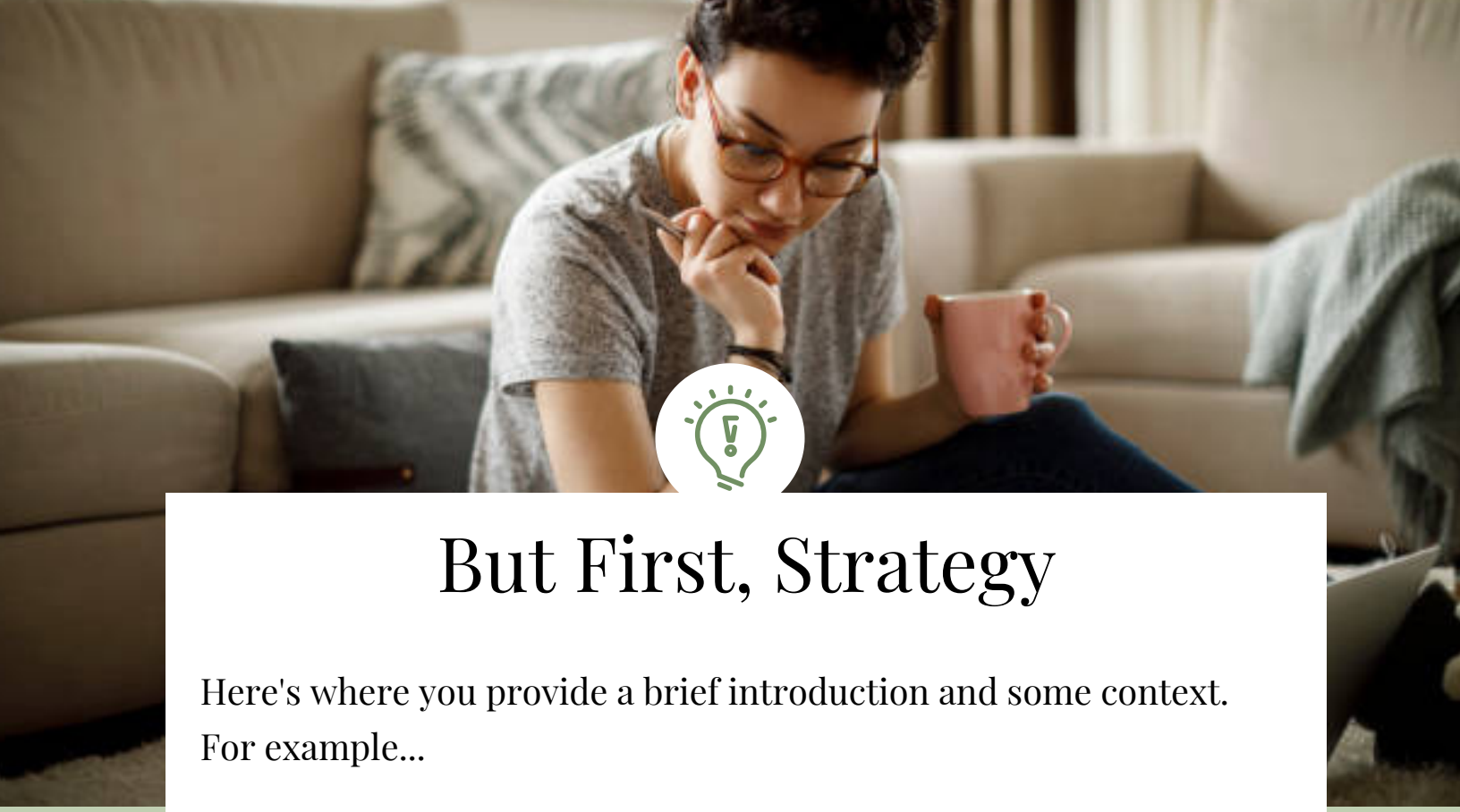
I love equipping entrepreneurs on their journey, to bring them clarity so they can grow a business they love.

In this free resource I am going to show you how to create lead magnets that get subscribers so you can gain quality leads.

Ready? Lets Go!

P.S I have some free email templates to help you out with your email campaigns at the bottom of this resource. Enjoy!

Michelecriley.com



But First, Strategy

Here's where you provide a brief introduction and some context. For example...

A lead magnet, AKA freebie or opt-in you offer in exchange for an email, can of course come in video, audio, or text format. For the purpose of this guide, we're focusing on text-based content you can package as a downloadable PDF.

That being said, does a "free downloadable PDF" sound enticing? Meh, hardly! No one wants another PDF file, they want the benefit inside.

Which is why you need a concise & compelling title to convey the benefit and desirable outcome of your lead magnet, so your audience says OMG Yes I need this!

Before we dive into the ideas, here are 3 questions to help you gain clarity on the benefit of your lead magnet and what exactly to call it.

3 Questions To Gain Clarity On The Benefit Of Your Lead Magnet And What To Call It

1. Who is this for?

e.g. Mothers trying to balance parenting and business

2. What is the niche topic?

e.g. Business tasks that can be outsourced to a VA

3. What is the desired outcome?

e.g. Increase business revenue and reduce workload so mothers can spend more time with their baby and less time in the office

Once You Created Your Lead Magnet You Need To Create An Email Campaign

Plan Out Your Email Campaign

1. Welcome Email

e.g.Welcoming them on to your list and thanking them for signing up!

2. Introduction Email

e.g. Tell them what you do and explain how your business can help them.

3. Follow-Up Email

e.g. this email will ask if they have put the resource to use and what is their feedback, insert a poll to identify where they need the most help.

Include In Your Introduction Email How Often You Will Send Out Emails

4. Free Bonus Email

e.g.Give them something they were not expecting like a link to a valuable resource like a video or a free download of something you charged for.

5. Resource Email

e.g. Share with them a blog post, podcast or video that can further help them along their journey.

6. Upcoming Promotion

e.g. Here is where you can alert them to an upcoming sale or promotion and they get it at the discounted rate if they opt-in early. (make sure the promotion is in alignment with what their needs are)

Type Of Guide/Resource	Title Idea
1. Starter Guide	How To Get Started With [Niche Topic] So You Can [Desirable Outcome]
2. Beginner's Guide	How To Achieve [Desirable Outcome] Even If You Have No Skills Or Experience
3. DIY Guide	How To Achieve [Desirable Outcome] Without Hiring A Hiring Professional
4. FAQ Guide	Expert Advice & Answers To Your Top 20 [Niche Topic] Questions
5. Step-By-Step Guide	3 Fast & Simple Steps To Achieve [Desirable Outcome]
6. Essential Checklist	30 Essential Items/Requirements/Criteria You Need For [Desirable Outcome]
7. Playbook	10 Next-Level Tactics To Improve Or Transform Your [Niche Topic] Results
8. Expert Guide	30 Secret Tips & Tactics From The Top [Niche Topic] Experts
9. Quickstart Guide	3 Quick & Easy Steps To Achieve [Desirable Outcome]
10. Cheat Sheet	30 Hacks, Ideas, Methods Or Formula For [Desirable Outcome]

Type Of Guide/Resource	Title Idea
11. Strategy Guide	The Proven Strategy To Achieve [Desirable Outcome]
12. Tools & Resource Guide	30 Recommended Tools & Resources For [Niche Topic] Or [Specific People]
13. Comparison Guide	The Pros & Cons Of [Niche Topic] And How To Decide What's Right For You
14. Fact Sheet	10 Essential Research-Backed Facts You Need To Know About [Niche Topic]
15. Information Guide	Everything You Need To Know About [Niche Topic] For [Specific People]
16. Mythbuster Guide	10 Myths And The Truth About [Niche Topic] According To A Qualified Expert
17. Tips & Tricks Guide	10 Genius Tips & Tricks For [Niche Topic] Or [Desirable Outcome]
18. Ideas & Inspiration Guide	50 Creative Ideas For [Niche Topic] Or [Desirable Outcome]
19. Product Review	The Good, Bad & Ugly Of [Niche Topic] Item, Product Or Service
20. Dos & Don'ts Guide	10 Common [Niche Topic] Mistakes To Avoid And What To Do Instead

Type Of Guide/Resource	Title Idea
21. Workbook	10 Fill-In-The-Blank Questions To Gain Clarity On [Niche Topic]
22. Self-Assessment Guide	10 Questions To Assess Your Level Of [Niche Topic] Knowledge
23. Time Saving Guide	10 Clever Hacks To Save Hours On [Niche Topic] Task Or Process
24. Money Saving Guide	10 Genius Ways To Save Money On [Niche Topic] Item Or Activity
25. Survival Guide	How To Get Through [Niche Topic] Challenge, Without Losing Your Sanity
26. Goal Tracker	Your Daily Tracker To Help You Stay Accountable And Achieve Your Goals
27. Roadmap	Your Step-By-Step Roadmap To Support Your [Niche Topic] Journey
28. Planner	30 Day Planner To Help You Plan And Achieve [Desirable Outcome]
29. Swipe File	30 Fill-In-The-Blank [Niche Topic] Prompts You Can Copy For [Desirable Outcome]
30. Activity Guide	50 [Niche Topic] Activities/Tasks You Can Do For [Desirable Outcome]

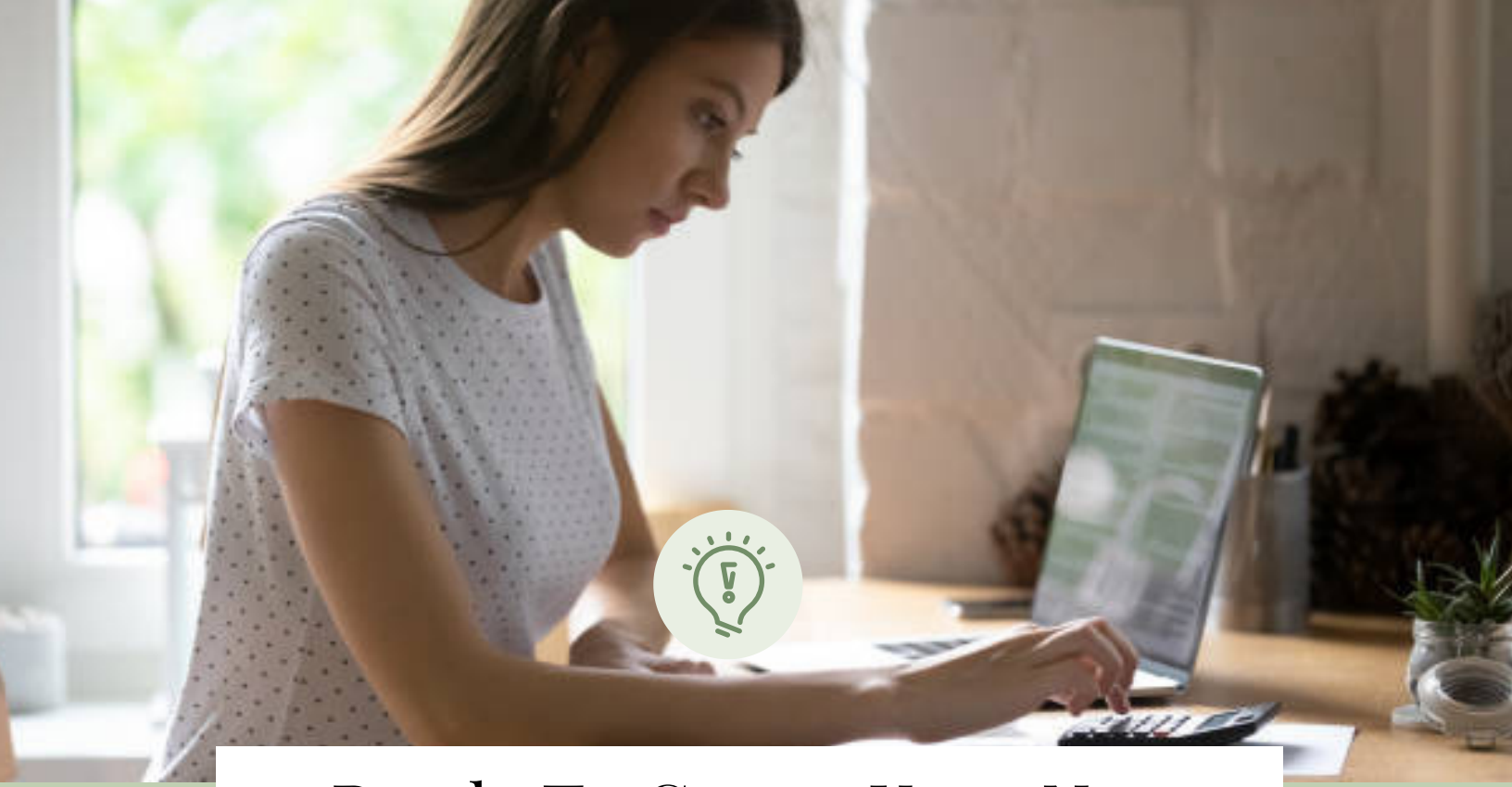
Research, Research, Research

Don't let the lists above overwhelm you, research is easy and you can find most of it right online.

Visit sites like Quora where questions are being asked around multiple topics and industries and create your leadmagnet based on those questions that you answer in your free resource.

Facebook groups are a goldmine many people have questions and if you do a search within the group you can find those questions. I'm sure many other people have those same questions and your resource can provide actionable steps to eliminating that problem.

Reddit is also another great forum where you can do your research based on what people are struggling with, and let's not forget Youtube, here is where you can create multiple types of lead-magnets based on what is the overall problem you see within your industry.



Ready To Create Your Next Lead Magnet?

Here's where you provide your call to action, next steps and where you want your audience to connect with you. For example...

By now, your creative juices should be flowing for what your next lead magnet could be and what to call it. You can even use this template to create it.

Any questions or want some feedback? Send me a direct message on Instagram and I'll provide you some personal feedback and advice.

Instagram @savvy_preneur

Click Here For Your Free Welcome Series Email Templates

Michelecriley.com

Execute the Plan

Now that you have the steps it's time to implement them, so you can see the results you desire.

Thanks for downloading this resource and I wish you all the success in your business.

Michele xx

If your ready to take it to the next level I have a training on

"Creating Lead-magnets & Opt-ins

that gets conversions and as a bonus I included 30 Canva lead magnet templates to get you started

Click To Sign Up!