



Lead Magnets

Your Clients Will Love

5B Creative

How to Create a Lead Magnet your Potential Clients Will Love

A “lead” is a potential future client. A lead magnet, in the marketing world, is something valuable you give away for free that attracts your future clients. There are so many options out there for lead magnets- Quizzes, surveys, cheat sheets, ebooks...the list is long! How do you decide which one will work the best, and be worth the time to create?

This workbook will help you figure that out- with examples, questions, and tools to get you started.

Here’s a List of Options- which ones have you gladly signed up for yourself?

- Newsletter sign-ups
- Short How-To Guides
- Reports
- A Short Challenge
- Infographics
- Swipe Files
- Cheat Sheets
- Resources List
- Coupon
- Quiz
- Recipes
- Immediate Invitation to Chat

These take longer (meaning it will cost you more time) to Create:

- In-Depth Guides or Reports
- Assessments
- Longer Challenge- like a 100 Day Challenge
- eBook
- Video Series
- Video Training
- Mini-Course
- Free Consultation or Free Coaching Session
- Case Study
- Toolkit
- Giveaways
- Content Webinar
- Facebook Group
- Daily Course
- \$1 Trial
- Free or Paid Webinars

To see some examples of these in action, here's a Blog post showcasing lead magnets successful health coaches are using right now: <https://5bcreative.com/2020/01/23/lead-magnets-used-right-now-by-successful-health-coaches/>

BRAINSTORMING WORKSHEET

Our Goal: Ideally you want to pick just one lead magnet to start with and then test it to see what kind of response you get. Write out your responses to the following questions:

Who do I want to help?

What does my ideal client or customer say they want to learn more about? If you have clients already ask them for input!

What are some of their pain points? What solutions can you offer for free?

Why would my audience need my lead magnet? What additional value can you provide?

How do you plan on building a relationship with potential clients? How will this lead magnet introduce them to more of what you have to offer?

What stories can I share about my experiences in life or business that relate to my audience?

Think about the recent offers you have received in your email inbox. Which do you remember the most? Why?

What have you disliked most?

THE PROCESS

Create the Offer

Choose one: What Lead Magnet idea will you create? _____

Lead Magnets

Step 1: Headline- Create a short attention getting headline. Headlines matter- they will either grab people's attention or bore them. Neil Patel says in his blog post, "How to Write Headlines that People Can't Help But Click" that your headline shouldn't focus on selling but instead entice and draw visitors in to learn more. He recommends following Melanie Duncan's 4U formula- make your headline "useful, unique, urgent, and ultra-specific."

Step 2: Bullet points- What are four benefits of my offer?

Step 3: Create a Button to click.

Step 4: What will your visitor see once they click the button? How will you deliver the free offer? A download on a web page? An email sent immediately? Map out the entire visitor experience.

Where do you put your lead magnet once it's done? It can be placed on your website, be part of a FB post, sent out in email or turned into a FB Ad. When someone says, YES! I want that! The link they click will take them to a landing page where they'll gladly give you their email in exchange for the free offer. Some email marketing solutions include landing pages. If yours does not we can create it for you.

Step 5: Create a Thank You Page

- Summarize what they just did
- Download link if applicable
- Highlights of next steps
- Social links/FB group
- What they can expect from you moving forward
- Ability to share your opt-in

Step 6: Create Follow Up- Deliver your free offer without delay! Write an email sequence that will deliver for the next few days. Know what step you want them to take next.

HELPFUL TOOLS

You've identified one lead magnet. Now what tools will help you create it? (Or [contact us](#) to create it for you)

Creating Checklists, Free Reports, Infographics- [Canva.com](#) can be used to create all of these. Cost: Free.

For **Ebooks and Reports** we can- Transform your Blog posts, Podcasts, Videos and PDFs into eBooks, Dynamic Flipbooks, Transcripts, PDFs and Web pages. [Contact us](#) for a quote.

Quizzes-Quizitri- Build unlimited high-converting quizzes with logic jumps, scores, lead segmentation and more. More traffic, more leads and more sales - what's not to love? Also not free, but unlike other quiz makers out there this one has a one time only fee- \$69.

Book a Call- If you are inviting clients to book a free call with you, you'll need an online scheduler. I use Schedule Once. It integrates with gmail, google calendar and Zoom. I send someone my link or embed the link on my website and a client can book a call. I'm notified immediately. Varying price levels depending on your needs.

Creating an online mini course? Try [Membervault](#). They have a forever free account for your first 100 customers. Put all of your offers, from free challenges to paid 1:1 services, in one place. Superpower your ability to have relevant, personalized conversations with your audience and enjoy creating a supportive experience.

Email Marketing and Landing Pages- If you create a lead magnet, you will need email marketing software. In this age of instant service and gratification, the rule of thumb is to follow up on a lead within five minutes of receiving it. How do you do that? Invest in marketing automation software. I use [ConvertKit](#). ConvertKit makes automation easy and creates landing pages and opt in forms.

These are all tools we use; there are no affiliate links. We hope you will be empowered to expand your impact! Go build your list! - The 5B Creative Team



◆ **Get Noticed,
Get Leads, and
Get Clients!**

5 B Creative

5B Creative is ...

A caring web design team that will build a true partnership with entrepreneurs, to map out and implement a simple step-by-step marketing plan that gets results.

For anyone who has a dream of building their own business or non-profit in this new global online economy... Who needs easy-to-understand technical help and coaching...

In an era of constant change, confusion, and unprecedented opportunity.