

SIGNAL



MAGICAL MAGNETS - CREATE A LEAD MAGNET

AND GROW YOUR DATA
BASE IN 90 DAYS

www.signalbizhub.org

Key Content Magical Magnets



Key Content

Magical Magnets



Hello & Welcome!

I'm Stuart Morrison

- **25+ Years Running My Businesses**
- **20+ Years Optimising Websites**
- **Currently Managing 50+ Sites**
- **Advise Businesses on Web Marketing**
- **Mentor & Train Business Owners**

Key Content

Magical Magnets



Today's Workbook Session

We Will Look At

- What Lead Magnets are
- Should you use a Lead Magnet
- How (& where) to Use a Lead Magnet
- Key Elements to Consider
- The Types of Lead Magnet
- How to Create a Lead Magnet

Key Content

SEO for Beginners

Today's Talk

What You Will Takeaway

- **Understand How & Where to Use**
- **How to Create - Best Practice**
- **Lead Magnet Checklist**
- **Lead Magnet Examples**
- **A Process to Create Lead Magnets**

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What are Lead Magnets? (aka “Ethical Bribe”)

NOUN

Lead Magnet —an item of value offered to a prospect in exchange for their contact details.

Usually a free digital download but might be a discounted or low cost “real” product. Low cost items are also known as a “tripwire”.

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What are Lead Magnets Used For?

Lead Magnets are used to maximize the number of leads you get for an offer.



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Where are Lead Magnets Commonly Found?

Lead Magnets can be used offline but are most often used on website landing pages.



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Who Can Use a Lead Magnet?

ANYONE!



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Should I Use a Lead Magnet?

- Do you want to improve your response rate from website traffic?
- Do you get visitors to your website but no sales or enquiries?
- Do you want to grow your email list?
- Do you have a lengthy sales process?

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How & Where to Use

Where do you use your lead magnet in your sales pipeline?

Know > Like > Trust > Try > Buy

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How & Where to Use

Where do you use your lead magnet in your sales pipeline?

Know > Like > Trust > Try > Buy



Customer Value

Builds trust, Adds value, Helps overcome obstacles, Helps research, Show expertise, Encourage interaction and dialogue

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How & Where to Use

Where do you use your lead magnet in your sales pipeline?

Know > Like > Trust > Try > Buy



Business Value

You are using it to generate trust, get the user's details and show your expertise and encourage interaction and dialogue

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How & Where to Use

Where do you use your lead magnet in your sales pipeline?

Know > Like > **Trust** > Try > Buy



Customer Value

Build trust, Encourage Interaction, Add additional value, Be useful, Assist user

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Module Lead-Magnets-19-02

How & Where to Use

Where do you use your lead magnet in your sales pipeline?

Know > Like > **Trust** > Try > Buy



Business Value

Build trust, Encourage Interaction, Add value, Show your expertise

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How & Where to Use

Where do you use your lead magnet in your sales pipeline?

Know > Like > Trust > **Try** > Buy



Customer Value

Build trust, Encourage Interaction, Add additional value, Be useful, Assist user testing products or services before buying

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Module Lead-Magnets-19-02

How & Where to Use

Where do you use your lead magnet in your sales pipeline?

Know > Like > Trust > **Try** > Buy



Business Value

Build trust, Encourage Interaction, Add additional value, Show your expertise

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How & Where to Use

Where do you use your lead magnet in your sales pipeline?

Know > Like > Trust > Try > Buy



Customer & Business Value

Wherever it is used it **MUST** benefit the user, offer customer genuine value and **HELP THEM TO TAKE THE NEXT STEP...**

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Key Elements to Consider



Offers your prospect value within 5 mins of opt-in & download

Key Content Magical Magnets



Key Elements to Consider



Offers your prospect value within 5 minutes of opt-in & download



Must be used by your prospect to have an impact

Key Content Magical Magnets



Key Elements to Consider



Offers your prospect value within 5 minutes of opt-in & download



Must be used by your prospect to have an impact



Doesn't have to take a lot of time to create or produce

Key Content Magical Magnets



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Key Elements to Consider



Offers your prospect value within 5 minutes of opt-in & download



Must be used by your prospect to have an impact



Doesn't have to take a lot of time to create or produce



Shouldn't be complicated to use

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The Perfect Lead Magnet



Example of a good, niche specific lead magnet with audience appeal



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Not-So Perfect Lead Magnet

A screenshot of a lead magnet sign. The sign has a red border and a white background. At the top, it says "GET FREE UPDATES + MY 20 WEEK E-COURSE" in black and red text. Below that is a black shield-shaped logo with "MARKETING" in yellow and "101" in white. Underneath the logo, it says "FOR FREELANCE WRITERS" in black. At the bottom, there is a red section with a white input field labeled "Email Address" and a white button labeled "Sign me up!".

Example of a bad lead magnet - too complex, over too many weeks, niche specific benefit not explained well.

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9 Examples of Lead Magnets

- ✓ 1. Useful Manuals or Guides

Key Content Magical Magnets



9 Examples of Lead Magnets



1. Useful Manuals or Guides



Free New Orleans Guidebook

Request our handy guide to the city - it's chock full of great New Orleans travel information to help you get the most out of your trip! You'll receive:

- Valuable **coupons** for dining, tours, music, museums and more
- A detailed **city map** showing neighborhoods, streetcar lines and New Orleans attractions
- **Itineraries** for almost any interest - history, shopping, live music and family fun
- **Festival guide** and **events calendar** to plan the perfect time to visit



Key Content Magical Magnets



9 Examples of Lead Magnets

- ✓ 1. Useful Manuals or Guides
- ✓ 2. Cheat Sheet or Checklist Handout

Key Content Magical Magnets



9 Examples of Lead Magnets

✓ 2. Cheat Sheet or Checklist Handout

A screenshot of a lead magnet form. On the left is a graphic of a teal book titled 'THE ULTIMATE CHECKLIST FOR PRODUCTIVE MEETINGS' by Officevibe. The book cover features various office-related icons like a calendar, a coffee cup, and a laptop. On the right is a form with a close button (X) in the top right corner. The form text reads: 'Enter your info below to access the CHECKLIST FOR PRODUCTIVE MEETINGS'. Below this are two input fields: 'Email*' with the placeholder 'Enter your email address here...' and 'First Name*' with the placeholder 'Enter your first name'. At the bottom right is a green button with the text 'Send Me The Checklist'.

Key Content Magical Magnets



9 Examples of Lead Magnets

- ✓ 1. Useful Manuals or Guides
- ✓ 2. Cheat Sheet or Checklist Handout
- ✓ 3. Toolkit or Resource List

Key Content Magical Magnets



9 Examples of Lead Magnets

✓ 3. Toolkit or Resource List

When you sign-up to the Habits for Wellbeing toolkit, you will receive the following tools FREE, so they can support you in discovering your courage and shifting from fear to flow!



A **daily planner** that can help you stay focused on your intentions!



A **30-page journal**, so you can take some time out to reflect.



A **habit tracker**, so you can track the changes in your behaviour.



A **monthly tracker**, so you can focus on tracking your essential needs for the month.



A **weekly planner**, so you can focus on your most important tasks for the week.



A **yearly intention planner** where you can break your intentions in to monthly milestones.

Ready to Discover Your Courage and Create a Life YOU Love?

Subscribe to receive exclusive content, special offers, ideas & inspiration on discovering your courage and latest news from Habits for Wellbeing.

First Name

Last Name

E-mail Address

State

Country

Yes Please!

We value your privacy and will never spam you.

Key Content Magical Magnets



9 Examples of Lead Magnets

- ✓ 1. Useful Manuals or Guides
- ✓ 2. Cheat Sheet or Checklist Handout
- ✓ 3. Toolkit or Resource List
- ✓ 4. Video Training or "How to"

Key Content Magical Magnets



9 Examples of Lead Magnets

✓ 4. Video Training or "How to"

A screenshot of a lead magnet form for Marketo. The form is titled "WATCH A 4 MINUTE DEMO" and includes a "WATCH NOW" button. The form fields are: First Name, Last Name, Work Email, Company, and Job Title. The form is set against a background image of two people working on a laptop.

Marketo

See Marketo In Action

Fill out the form below to watch short overviews of our Engagement Marketing Solutions and an in-depth product demo covering email, nurturing, automation, and more!

WATCH A 4 MINUTE DEMO
Complete the form on the right to watch all videos

First Name:

Last Name:

Work Email:

Company:

Job Title:

[WATCH NOW](#)

All fields are required.
Your privacy is important to us.

Key Content Magical Magnets



9 Examples of Lead Magnets

- ✓ 1. Useful Manuals or Guides
- ✓ 2. Cheat Sheet or Checklist Handout
- ✓ 3. Toolkit or Resource List
- ✓ 4. Video Training or "How to"
- ✓ 5. Software Download and Free Trial

Key Content Magical Magnets



9 Examples of Lead Magnets

✓ 5. Software Download and Free Trial

*The social media scheduling tool
that gives you your day back!*

Try Edgar and see how social media
resharing can save you hours of
boring busywork every week and
grow your business!

[Sign up for Edgar now](#)

A screenshot of the MeetEdgar software interface. The top navigation bar includes 'Library', 'Queue', 'Schedules', 'Feeds', 'Categories', 'Accounts', 'History', and 'Team'. Below the navigation, there's a section titled 'Content Categories' with a dropdown arrow and an 'Add New Category' button. The categories listed are: 'Blog Posts' (Updates in Library: 1), 'Inspirational/Funny' (Updates in Library: 3), 'Other People's Content' (Updates in Library: 1), 'Promotional' (Updates in Library: 1), 'Questions' (Updates in Library: 100), and 'Tips' (Updates in Library: 0). Each category has a small icon and a 'Use Once' button.

Key Content Magical Magnets



9 Examples of Lead Magnets

- ✓ 1. Useful Manuals or Guides
- ✓ 2. Cheat Sheet or Checklist Handout
- ✓ 3. Toolkit or Resource List
- ✓ 4. Video Training or "How to"
- ✓ 5. Software Download and Free Trial
- ✓ 6. Discount or Free Shipping

Key Content Magical Magnets



9 Examples of Lead Magnets

✓ 6. Discount or Free Shipping

A screenshot of a lead magnet form for Code&Quill. The background is light blue with several red ampersand symbols scattered across it. At the top right, there is a green 'x' icon. The main text reads "Grab 10% Off Your First Order!". Below this, it says "Join the Code&Quill family and get a 10% discount code sent straight to your inbox. LIKE MAGIC!". There is a white input field with the placeholder text "Drop in your email :)". At the bottom, there are two buttons: a green "UNLOCK DISCOUNT" button and a grey "REJECT DISCOUNT" button.

Grab 10% Off Your First Order!

Join the Code&Quill family and get a 10% discount code sent straight to your inbox. LIKE MAGIC!

Drop in your email :)

UNLOCK DISCOUNT REJECT DISCOUNT

Key Content Magical Magnets



9 Examples of Lead Magnets

- ✓ 1. Useful Manuals or Guides
- ✓ 2. Cheat Sheet or Checklist Handout
- ✓ 3. Toolkit or Resource List
- ✓ 4. Video Training or "How to"
- ✓ 5. Software Download and Free Trial
- ✓ 6. Discount or Free Shipping
- ✓ 7. Quiz or Survey

Key Content Magical Magnets



9 Examples of Lead Magnets

✓ 7. Quiz or Survey

Which best describes your homes energy efficiency?

- The Flintstone Car
- The Little Engine That Could
- Tree Huggers
- Beam Me Up Scotty

Key Content Magical Magnets




9 Examples of Lead Magnets

✓ 7. Quiz or Survey

Which best describes your homes energy efficiency?

- The Flints
- The Little
- Tree Hug
- Beam Me


FROM START TO FINISH

Enter Your Email To See Your Results

Plus get our free home improvement tips.

Enter email here...

[See My Results](#)

[SKIP THIS STEP](#)

Key Content Magical Magnets



9 Examples of Lead Magnets

- ✓ 1. Useful Manuals or Guides
- ✓ 2. Cheat Sheet or Checklist Handout
- ✓ 3. Toolkit or Resource List
- ✓ 4. Video Training or "How to"
- ✓ 5. Software Download and Free Trial
- ✓ 6. Discount or Free Shipping
- ✓ 7. Quiz or Survey
- ✓ 8. Assessment or Test

Key Content Magical Magnets



9 Examples of Lead Magnets

✓ 8. Assessment or Test

A screenshot of the HubSpot Marketing Grader form. The form is titled "HubSpot's Marketing Grader" with the tagline "Grade your marketing. Make it better. Outpace your peers." Below the title are two input fields: "Your website URL" and "Your email address". A blue "Grade Me" button is positioned below the input fields. To the right of the form, there is a grey arrow pointing to the "Your website URL" field, accompanied by the text: "Enter your website address and we'll work up a full report on how you're doing with your marketing online." The HubSpot logo is visible at the top left of the form area.

Key Content Magical Magnets



9 Examples of Lead Magnets

- ✓ 1. Useful Manuals or Guides
- ✓ 2. Cheat Sheet or Checklist Handout
- ✓ 3. Toolkit or Resource List
- ✓ 4. Video Training or "How to"
- ✓ 5. Software Download and Free Trial
- ✓ 6. Discount or Free Shipping
- ✓ 7. Quiz or Survey
- ✓ 8. Assessment or Test
- ✓ 9. Quote or Sales Material W Pricing

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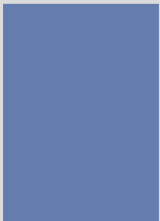



9 Examples of Lead Magnets

✓ 9. Quote or Sales Material W Pricing

Please choose which catalogues you would like us to send

And then let us know where to post your catalogues

 <p>None</p> <p>SELECT CATALOGUE</p>	 <p>Kitchen</p> <p>Spring Amalgam 2019 Catalogue</p> <p>SELECT CATALOGUE</p>
---	---

I would like to receive Lakelands email newsletters

[FIND ADDRESS](#)

[or enter your address manually.](#)

To order a catalogue from outside the UK, please call us on +44 15394 88100

[SUBMIT CATALOGUE REQUEST](#)

Key Content Magical Magnets



9 Examples of Lead Magnets

- ✓ 1. Useful Manuals or Guides
- ✓ 2. Cheat Sheet or Checklist Handout
- ✓ 3. Toolkit or Resource List
- ✓ 4. Video Training or "How to"
- ✓ 5. Software Download and Free Trial
- ✓ 6. Discount or Free Shipping
- ✓ 7. Quiz or Survey
- ✓ 8. Assessment or Test
- ✓ 9. Quote or Sales Material W Pricing

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66 MORE Lead Magnets

- 01 - Audio book or audio version of a written piece
- 02 - Calculator to help understand their options
- 03 - Calendar for useful industry dates and times
- 04 - Case Studies to show them positive outcomes
- 05 - Catalogue of your goods or services with prices
- 06 - Challenge them to start a new positive action
- 07 - Cheat Sheet full of pro-tips to help right away
- 08 - Checklist of things to avoid unwanted outcomes
- 09 - Comic Strip or Cartoon showing familiar situations
- 10 - Coupon for money off or discount to customers
- 11 - Desktop Wallpaper surprisingly popular with all ages
- 12 - Early Bird Discount use when launching something new
- 13 - eBook the tried and true original lead magnet
- 14 - Educational Audio, a how-to or instruction set
- 15 - Educational Video, a how-to with moving images
- 16 - Event Tickets that could be offered in a competition?
- 17 - Examples of your work or other useful "brain food"
- 18 - Facebook Group, really useful when growing an audience
- 19 - Free Book + Shipping helps as a trip-wire product
- 20 - Free Coaching or Consult huge value but is it scalable?
- 21 - Free Quote can be used if your industry often charges
- 22 - Free Shipping Amazon's Prime has been a massive success

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66 MORE Lead Magnets

- 23 - Free Trial time limited or use limited offers work well
- 24 - Gated Content like a members area can increase trust
- 25 - Generator service to help people do something quickly
- 26 - Giveaway, give something for free that usually costs
- 27 - Guide offers 'insider' insights and useful information
- 28 - Industry Trends tells your visitors what's happening NOW!
- 29 - Infographic shows data in an eye catching and engaging way
- 30 - Inspiration File users can dip into to help generate ideas
- 31 - Manifesto showing ideas for further consideration
- 32 - Membership Site builds trust and allows free members to upgrade
- 33 - Mind Map showing users the process you use to generate ideas
- 34 - Mobile App/Game that a user can play online or install
- 35 - Newsletter not as popular but good quality content always works
- 36 - PDF Version allows users to download blog posts or articles
- 37 - Plan/Planner gives the user a tool to help them organise
- 38 - Predictions a list of pro-insights to help people make decisions
- 39 - Printable create a print-friendly version for users to download
- 40 - Prompts mental aide-memoirs to help users day to day
- 41 - Quiz always popular and can become viral easily
- 42 - Quotes lets the user generate a quote online and maybe buy?
- 43 - Recipes food blogs use extensively, what about recipes for success?!
- 44 - Recording/Replay or a webinar or other "live" event to play catch-up

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66 MORE Lead Magnets

- 45 - Report showing the outcomes of recent studies or industry insights
- 46 - Resource List, save users lots of time with lists of useful resources
- 47 - Roundup, like resources save the user time with a "top ten" or "best of"
- 48 - Sample Audio Clip to sample a product before purchase
- 49 - Sample Chapter another way to showcase your talents
- 50 - Sample Video/Clip showcase before purchase and show your talents!
- 51 - Script create a template for them to fill in the blanks
- 52 - Slack or WhatsApp group useful for quick responses and QnA
- 53 - SlideShare to showcase your PowerPoint presentations
- 54 - Spreadsheet could offer calculations or other useful data processing
- 55 - Summary/"Cliff Notes" Version so users can get up to speed on a topic
- 56 - Survey your visitors and offer to share the data with them
- 57 - Swipe File of quick to use templates, themes or other useful items
- 58 - Template to help the user quickly build their own version of a document
- 59 - Toolkit of useful products and processes the user can take advantage of
- 60 - Transcript of a recent audio interview or video for their Kindle
- 61 - Tutorial make how-to videos for your visitors to download
- 62 - Vault/Library access to files, videos or other online resources
- 63 - Waiting List useful for beta launches or early-bird offers
- 64 - Web App that the user can use online to help them achieve a task
- 65 - Webinar that you run to share your knowledge and skills
- 66 - Worksheet/Workbook the user can work through to help them

Key Content Magical Magnets



DON'T PANIC!

Do NOT look at a Lead Magnet and think...

"I can't do that, it's too complicated"

Build the perfect Lead Magnet for your perfect prospect.

There's ALWAYS someone out there that CAN build it...

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DON'T PANIC!

...if you have planned it well!

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Break Time

**When We Come Back
How To Build Your Own
Lead Magnet**



Key Content Magical Magnets



Module Lead-Magnets-19-02

Get Started

Open Your Business Growth Workbook



Create Magical Magnets by Stuart Morrison



Key Content Magical Magnets



9 Point Lead Magnet Checklist

- ✓ 1. Be Ultra-Specific With Your Niche

Key Content Magical Magnets



9 Point Lead Magnet Checklist

- ✓ 1. Be Ultra-Specific With Your Niche
- ✓ 2. Focus on One Thing

Key Content Magical Magnets



9 Point Lead Magnet Checklist

- ✓ 1. Be Ultra-Specific With Your Niche
- ✓ 2. Focus on One Thing
- ✓ 3. Offer a Known Desired End Result

Key Content Magical Magnets



9 Point Lead Magnet Checklist

- ✓ 1. Be Ultra-Specific With Your Niche
- ✓ 2. Focus on One Thing
- ✓ 3. Offer a Known Desired End Result
- ✓ 4. Offer Immediate Gratification

Key Content Magical Magnets



9 Point Lead Magnet Checklist

- ✓ 1. Be Ultra-Specific With Your Niche
- ✓ 2. Focus on One Thing
- ✓ 3. Offer a Known Desired End Result
- ✓ 4. Offer Immediate Gratification
- ✓ 5. Move Them Along the Pipeline

Key Content Magical Magnets



9 Point Lead Magnet Checklist

- ✓ 1. Be Ultra-Specific With Your Niche
- ✓ 2. Focus on One Thing
- ✓ 3. Offer a Known Desired End Result
- ✓ 4. Offer Immediate Gratification
- ✓ 5. Move Them Along the Pipeline
- ✓ 6. High Perceived Value

Key Content Magical Magnets



9 Point Lead Magnet Checklist

- ✓ 1. Be Ultra-Specific With Your Niche
- ✓ 2. Focus on One Thing
- ✓ 3. Offer a Known Desired End Result
- ✓ 4. Offer Immediate Gratification
- ✓ 5. Move Them Along the Pipeline
- ✓ 6. High Perceived Value
- ✓ 7. High Actual Value

Key Content Magical Magnets



9 Point Lead Magnet Checklist

- ✓ 1. Be Ultra-Specific With Your Niche
- ✓ 2. Focus on One Thing
- ✓ 3. Offer a Known Desired End Result
- ✓ 4. Offer Immediate Gratification
- ✓ 5. Move Them Along the Pipeline
- ✓ 6. High Perceived Value
- ✓ 7. High Actual Value
- ✓ 8. Rapid Consumption

Key Content Magical Magnets



9 Point Lead Magnet Checklist

- ✓ 1. Be Ultra-Specific With Your Niche
- ✓ 2. Focus on One Thing
- ✓ 3. Offer a Known Desired End Result
- ✓ 4. Offer Immediate Gratification
- ✓ 5. Move Them Along the Pipeline
- ✓ 6. High Perceived Value
- ✓ 7. High Actual Value
- ✓ 8. Rapid Consumption
- ✓ 9. Specificity matters

Key Content Magical Magnets



9 Point Lead Magnet Checklist

- ✓ 1. Be Ultra-Specific With Your Niche
- ✓ 2. Focus on One Thing
- ✓ 3. Offer a Known Desired End Result
- ✓ 4. Offer Immediate Gratification
- ✓ 5. Move Them Along the Pipeline
- ✓ 6. High Perceived Value
- ✓ 7. High Actual Value
- ✓ 8. Rapid Consumption
- ✓ 9. Specificity matters
- ✓ 10. Don't Forget your 'Thank You' Page

Key Content Magical Magnets



9 Point Lead Magnet Checklist

- ✓ 1. Be Ultra-Specific With Your Niche
- ✓ 2. Focus on One Thing
- ✓ 3. Offer a Known Desired End Result
- ✓ 4. Offer Immediate Gratification
- ✓ 5. Move Them Along the Pipeline
- ✓ 6. High Perceived Value
- ✓ 7. High Actual Value
- ✓ 8. Rapid Consumption
- ✓ 9. Specificity matters
- ✓ 10. Don't Forget your 'Thank You' Page

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Module Lead-Magnets-19-02

Content For Profit Course

For the First Time - a day long course to show you the quick way to create GREAT content for your website, lead magnets and blogs and track the results.

What You Will Learn & Takeaway

- The Content Google Wants & Why it Ranks Highly
- The Content Your Target Audience Wants
- How to Research The Best Content For Your Audience
- The Quick Way to Write a Blog Post
- Planning & Scheduling Your Content
- Creating Headlines & Email Subject Lines That Convert
- Writing Sales Copy That Sells & Increases Sign Ups
- The Seven Emotional Sales Triggers & How to Use Them



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Content For Profit Course

All of the advice, guidance and insights are backed by 20+ years of experience and testing. It will definitely change how you approach creating content for your business and make your copy more effective at converting interest into action.

You will take away a complete process with support documents and planners to use every day in your business.

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Module Lead-Magnets-19-02

Content For Profit Course

We have worked with SiGNAL to ensure we offer you as a Hub Member a whole day of training at a real "no brainer" price

To attend Content for Profit is just...

£48.50 for the day

on Monday March 11th - 9:30am to 4:30pm

However... the room capacity ONLY means we can only offer this to 12 Hub Members on a "First come, first served" basis and I will be sharing this offer with our mailing list and the other Hub Members next week



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Module Lead-Magnets-19-02

Content For Profit Course

It is a one-off chance to get the Mister Metric Content for Profit Course!

To Book your ticket and reserve your seat visit

<https://mistermetric.com/hub-offer>

Award-Winning Dental Practice

"...since your course, ours website now generates 30%+ more organic visits. Money very well spent sir."

Stuart Miles, Owner - www.smilescentre.co.uk



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Module Lead-Magnets-19-02

Questions?

Please ask!



www.mistermetric.com

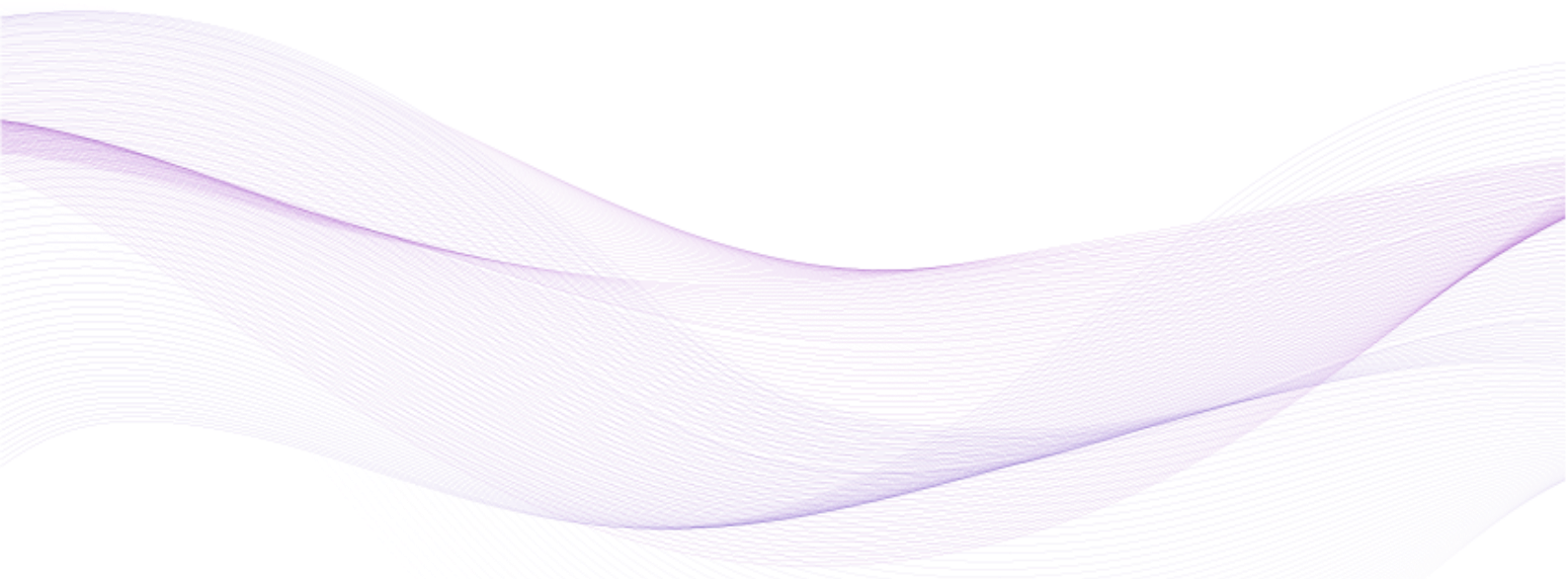




Your Business Growth Workbook 20th Feb 2019

Create Magical Magnets

by **Stuart Morrison**





Create Magical Magnets

Overview

The document accompanies the "Magical Magnets" PowerPoint presentation and Hub learning session. Please read through the workbook and fill the blanks to help you create a great lead magnet for your business. We suggest you work through the process more than once if you wish to create lead magnets for each specific customer profile you are selling to.

Tips to Create The Perfect Lead Magnet

Follow the guidelines and work through and answer the questions in turn.

Be very clear about the answers you give in each section before moving to the next section.

Do not use vague, wishy-washy non-specific answers as Lead Magnet is about offering a specific customer profile the answer to a specific problem they might have.

For example, if you were a Mortgage Broker there's no point trying to offer first time buyers and retirees the same lead magnet. Each customer profile has a different need so you want to create a lead magnet that allows you to both identify and segment your audience in your CRM software.

Try to consider the environment in which the prospect is currently inhabiting.

- Are they under a lot of pressure?
- Do they have deadlines?
- Are they under no time constraints?

Try to mentally rehearse where your ideal customer is and thus how they will perceive the Lead Magnet you create. There's no reason for someone to download "ten time saving tips" if time is not a priority or cause of pressure. You **HAVE** to find their pain point and highlight it and how you can quickly your Lead Magnet can help them with their current situation.

OK, now it is time to generate your own Lead Magnet.



Create Magical Magnets

What SPECIFIC Customer Niche will Your Lead Magnet Target?

Not ALL visitors will be an ideal customer, so detail your IDEAL customer and what problems they have BEFORE using your business.

STOP: You should have a VERY clear idea who will request and use the Lead Magnet before you continue.



Create Magical Magnets

What SPECIFIC Problem Does Your Lead Magnet Resolve?

HAS to solve a real problem your target audience has of give them something they do not have. Be VERY clear about the benefit to your target Niche, what are the SPECIFIC benefits of using you Lead Magnet? What 'pain point' does it relieve? Will the prospect truly value the benefit your Lead Magnet offers?

What SPECIFIC Milestone does the Lead Magnet 'trip' in your pipeline?

Remember the sales pipeline - Know > Like > Trust > Try > Buy

Customer benefits at each stage of the pipeline.

Like > Builds trust, Adds value, Helps overcome obstacles, Helps research, Show expertise,

Trust > Build trust, Encourage Interaction, Add additional value, Be useful, Assist user

Try > Build trust, Encourage Interaction, Add additional value, Be useful, Assist user

What is the next pipeline 'Milestone' and how does the Lead Magnet help your prospect move towards it?



Create Magical Magnets

What Lead Magnet Offers the Most Value to Your Prospect?

- Useful Manual or Guide
- Cheat Sheet or Checklist Handout
- Toolkit or Resource List
- Video Training or "How to"
- Software Download and Free Trial
- Discount or Free Shipping
- Quiz or Survey
- Assessment or Test
- Quote or Sales Material With Pricing

See accompanying index with 65 Lead Magnet ideas - select the most appropriate for your prospect.

What can the prospect do **AFTER** using your lead magnet that they couldn't do before?

Detail the specific benefits and advantages the prospect has from using your lead magnet and how it improves their life. There should be at least **ONE** quick win that increases their trust in your business.



Create Magical Magnets

How does the prospect access your Lead Magnet and what do they have to give to get it?

You should always attempt to get the prospect's email address, or other contact details so you can build the relationship over time.

What does the prospect do AFTER requesting your Lead Magnet?

Is the lead magnet Instantly accessible? What are the exact steps they take to get access to your Lead Magnet once they have given you their contact details? Do they have to go to their inbox? Or login to a members area? Maybe they have to wait for something to run a test, what is the process? Giving the user the chance to get the lead magnet instantly will increase your chances of having them enter their email address.



Create Magical Magnets

Are there any steps the prospect has to take AFTER the Lead Magnet is delivered/downloaded?

Do they need instruction on how to use the Lead Magnet? Do they have to set it up in anyway? Do they need specific guidance on how to access or use it? What (if any) specific obstacles may prevent them using the Lead Magnet as soon as it is delivered and how do you overcome these issues?

What does the prospect do AFTER using your Lead Magnet?

After your prospect has used your lead magnet, what do they do next?



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Does the Lead Magnet encourage interaction and dialogue?

- Yes - How does it encourage further interaction or dialogue?
- No - Why not? How do you improve this?

Your lead magnet should encourage your prospect to take the next step, what is the SPECIFIC next step they should take?

Explain what the next step is and how they take it?



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Is your Lead Magnet quick and easy for your prospect to use?

Does it give them a "quick win" once they have downloaded or accessed it?
What is their one quick win?

Does the Lead Magnet have a high perceived value?

Are you using good quality design? Have you used a good quality template?
Is the style/look and feel in keeping with your overall design?

Does the Lead Magnet have a high ACTUAL value?

Do you specifically tell the user what the value of the lead magnet is? How do you improve the actual value? Can you offer a free support call? Or a free audit, review or inspection? What about a discount voucher or other "upgrade" when they contact you?



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Does the lead magnet demonstrate your expertise or unique value proposition?

How does the lead magnet showcase your expertise? Do you share this with the prospect (avoiding boasting)? Does it underline your experience & value?

Is your Lead Magnet Time Dependant?

Is your lead magnet disposable or will it be used by the prospect time and time again? Is it genuinely useful for them to use again and again and could you imagine them sending to a friend with the same or similar problem?



Create Magical Magnets

HUB MEMBERS SPECIAL OFFER

Is The Lack of Persuasive and Engaging Content Stopping Your Business Growing and Killing Your Sales?

For the First Time - a day long course to show you the quick way to create GREAT content for your website, lead magnets and blogs and track the results.

What You Will Learn & Takeaway

- The Content Google Wants & Why it Ranks Highly
- The Content Your Target Audience Wants
- How to Research The Best Content For Your Audience
- The Quick Way to Write a Blog Post
- Planning & Scheduling Your Content
- Creating Headlines & Email Subject Lines That Convert
- Writing Sales Copy That Sells & Increases Sign Ups
- The Seven Emotional Sales Triggers & How to Use Them

All of the advice, guidance and insights are backed by 20+ years of experience and testing. It will definitely change how you approach creating content for your business and make your copy more effective at converting interest into action.

You will take away a complete process with support documents and planners to use every day in your business.

Creating engaging content is a key part of your business success and understanding the triggers that get your prospects interested in your products and services is a key step to your success.



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- Are you fed up being stuck, staring at a blank screen?
- Does the thought of writing copy make you anxious?
- Are you wasting time and effort trying to come up with blog posts?
- Would you like a comprehensive system to help not only write effective content but also plan and research content quickly?

Mister Metric Content for Profit Course is a full day of learning and will give you a competitive advantage against your local competition. Plus you will no longer stare at a blank screen and waste hours trying to generate the perfect piece of content for your target audience.

The course is designed to be as non-technical as possible and I explain each step as we get to it. It's like having a recipe book for killer sales content at your fingertips whenever you need to create content.

As a Hub Member you will recognize the importance of upgrading your skills, improving your marketing and working ON your business not just IN your business. Knowing that puts you in a rare group of business owners who are actively growing their businesses!

This is day-long course at SiGNAL has been designed to complement the core *Your Business Growth* content we deliver each week.

The day is run by Me (Stuart Morrison), the Hub Host so you know it will be a fun, engaging and energetic few hours but packed full of useful and usable content.



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We have worked with SiGNAL to ensure we offer you as a Hub Member a whole day of training at a real "no brainer" price. Tickets to my training days usually start FROM £197, so this is a very special, one off price for this course.

To attend Content for Profit is just...

£48.50 for the day

on Monday March 11th - 9:30am to 4:30pm

However... the room capacity ONLY means **we can only offer this to 12 Hub Members** on a "*First come, first served*" basis and I will be sharing this offer with our mailing list and the other Hub Members next week. It really is a "miss it, and miss out". You'll end the day with a total system for creating content that your target prospects are looking for, Google wants to index and sells.

It is a one-off chance to get the Mister Metric Content for Profit Course!

To Book your ticket and reserve your seat visit

<https://mistermetric.com/hub-offer>

This is the FIRST and LAST time the course will be offered at this price! Look forward to seeing you in the room!

Here's what other business owners have said about my training

Award-Winning Dental Practice

"Stu Morrison - since your course, ours website now generates 30%+ more organic visits. Money very well spent sir."

Stuart Miles, Owner - www.smilescentre.co.uk



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Surrey Premier Accountancy Business

"Stuart is a genius when it comes to anything to do with making your website perform better."

Neil O'Brien, Owner - www.accentis.co.uk

International Ecommerce Business

"Thanks to Mister Metric's remarkable ability to improve my website my ecommerce business has seen growth and a significant return on investment."

John Lamerton, Partner - Big Idea Media

Business Gifts & Promotions Online Store

"What I wanted from Stuart was some guidance around a content strategy to beat the competition... Stuart certainly knows his stuff... The information Stuart gave us has given us a whole new perspective on how to create content for our ideal target audience."

Andrew Nash, Owner and MD - www.sussexpromotions.co.uk

Registered Hypnotherapist

"Stuart knows all there is to know about websites and how to market your business online. His course is a must do. Book on his course and prepare to be zapped and you will learn a lot"

Andrea Smith, Business Owner - hypnotherapyinsurrey.co.uk

Author and Renowned Business Coach

"The depth of knowledge, ability to communicate this clearly, willingness to LISTEN to what the problem is, and then provide a personal, professional solution to this is both most refreshing and exceptional value."

Jay Allen, Owner - www.battlefield2boardroom.co.uk

To Book your ticket and reserve your seat visit

<https://mistermetric.com/hub-offer>



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9 Point Lead Magnet Checklist

Review your lead magnet using the checklist below

01. Be Ultra-Specific With Your Niche

Are you offering an ultra-specific solution to an ultra-specific?

02. Focus on One Thing

Does it deliver one big benefit as opposed to a lot of little ones.

03. Offer a Known Desired End Result

Does the Lead Magnet promise prospects what they REALLY want?

04. Offer Immediate Gratification

Avoid newsletters and multi-day courses offer the solution NOW.

05. Move Them Along the Pipeline

Great Lead Magnets change the mindset of your prospects and build trust in your business. Does yours?

06. High Perceived Value

Do you use professional graphics and imagery to establish real monetary value in the mind of the prospect.

07. High Actual Value

Do you promise the desired end result from step 3 AND DELIVER IT with your the lead magnet!

08. Rapid Consumption

Do you offer a positive outcome and reduction of their 'pain point' within five minutes of downloading the lead magnet?

09. Specificity matters

Have you identified the exact needs of your exact prospects and offered EXACTLY what your prospect needs? REALLY?

BONUS CHECK

10. Don't Forget your 'Thank You' Page

Trust is built when a user gives you their email, have you used your 'Thank You' page to move them along your sales pipeline?



Create Magical Magnets

Index A

65 Lead Magnet Ideas For Your Business

- 01 - Audio book or audio version of a written piece
- 02 - Calculator to help understand their options
- 03 - Calendar for useful industry dates and times
- 04 - Case Studies to show them positive outcomes
- 05 - Catalogue of your goods or services with prices
- 06 - Challenge them to start a new positive action
- 07 - Cheat Sheet full of pro-tips to help right away
- 08 - Checklist of things to avoid unwanted outcomes
- 09 - Comic Strip or Cartoon showing familiar situations
- 10 - Coupon for money off or discount to customers
- 11 - Desktop Wallpaper surprisingly popular with all ages
- 12 - Early Bird Discount use when launching something new
- 13 - eBook the tried and true original lead magnet
- 14 - Educational Audio, a how-to or instruction set
- 15 - Educational Video, a how-to with moving images
- 16 - Event Tickets that could be offered in a competition?
- 17 - Examples of your work or other useful "brain food"
- 18 - Facebook Group, really useful when growing an audience
- 19 - Free Book + Shipping helps as a trip-wire product
- 20 - Free Coaching or Consult huge value but is it scalable?
- 21 - Free Quote can be used if your industry often charges
- 22 - Free Shipping Amazon's Prime has been a massive success
- 23 - Free Trial time limited or use limited offers work well



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- 24 - Gated Content like a members area can increase trust
- 25 - Generator service to help people do something quickly
- 26 - Giveaway, give something for free that usually costs
- 27 - Guide offers 'insider' insights and useful information
- 28 - Industry Trends tells your visitors what's happening NOW!
- 29 - Infographic shows data in an eye catching and engaging way
- 30 - Inspiration File users can dip into to help generate ideas
- 31 - Manifesto showing ideas for further consideration
- 32 - Membership Site builds trust and allows free members to upgrade
- 33 - Mind Map showing users the process you use to generate ideas
- 34 - Mobile App/Game that a user can play online or install
- 35 - Newsletter not as popular but good quality content always works
- 36 - PDF Version allows users to download blog posts or articles
- 37 - Plan/Planner gives the user a tool to help them organise
- 38 - Predictions a list of pro-insights to help people make decisions
- 39 - Printable create a print-friendly version for users to download
- 40 - Prompts mental aide-memoirs to help users day to day
- 41 - Quiz always popular and can become viral easily
- 42 - Quotes lets the user generate a quote online and maybe buy?
- 43 - Recipes food blogs use extensively, what about recipes for success?!
- 44 - Recording/Replay or a webinar or other "live" event to play catch-up
- 45 - Report showing the outcomes of recent studies or industry insights
- 46 - Resource List, save users lots of time with lists of useful resources
- 47 - Roundup, like resources save the user time with a "top ten" or "best of"
- 48 - Sample Audio Clip to sample a product before purchase



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- 49 - Sample Chapter another way to showcase your talents
- 50 - Sample Video/Clip showcase before purchase and show your talents!
- 51 - Script create a template for them to fill in the blanks
- 52 - Slack or WhatsApp group useful for quick responses and QnA
- 53 - SlideShare to showcase your PowerPoint presentations
- 54 - Spreadsheet could offer calculations or other useful data processing
- 55 - Summary/"Cliff Notes" Version so users can get up to speed on a topic
- 56 - Survey your visitors and offer to share the data with them
- 57 - Swipe File of quick to use templates, themes or other useful items
- 58 - Template to help the user quickly build their own version of a document
- 59 - Toolkit of useful products and processes the user can take advantage of
- 60 - Transcript of a recent audio interview or video for their Kindle
- 61 - Tutorial make how-to videos for your visitors to download
- 62 - Vault/Library access to files, videos or other online resources
- 63 - Waiting List useful for beta launches or early-bird offers
- 64 - Web App that the user can use online to help them achieve a task
- 65 - Webinar that you run to share your knowledge and skills
- 66 - Worksheet/Workbook the user can work through to help them

All the very best!