

Identifying Your 'Lead Magnet'

(Save to local hard drive before editing)

What is a Lead Magnet?

A lead magnet is something free that you will offer to send your prospects by email.

The most effective lead magnets are those that help your prospects in their research process and buying decision. If you offer a lead magnet that is not related to the purchase process, you might get a lot of responses, but those who respond may not be serious prospects.

Your lead magnet must be perceived as valuable, at least to the prospect. Perception of value is everything. For example, you could assemble a few articles on the topic into a single PDF and then call it '**Seven Secrets for Saving a Bundle on...**'.

Don't call them 'articles' or 'whitepapers'. Get it? Package the information to give it some perceived value. After all, the information really is worth something if it will save them time, money, frustration or somehow make their purchase decision a bit easier.

Avoid this Big Mistake...

Most companies make the big mistake of disclosing everything on their website. This is a mistake because if you disclose everything you have, you give up the chance to 'trade' your valuable information for the prospect's contact details.

The best strategy is to whet their appetite with teasers and promises on your website, but to hold back some pieces of critical information. Offer to send it freely by email to interested parties. This is what the experts do, and so should you.

The Best Lead Magnets...

The best lead magnets are reports, pricing, examples, tips, tricks, and the 'big secret to...'
Offer to solve a problem and they will respond like bees to honey! Write your ideas below:
