

Lead Magnets



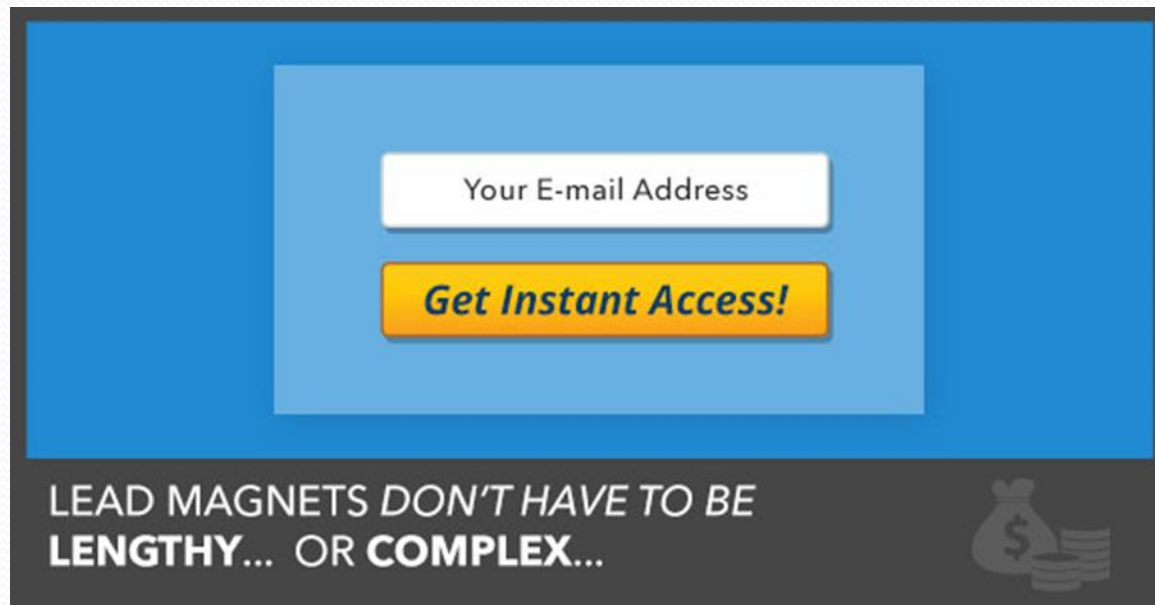
Lead Magnet - Defined

- An offer of value in to a prospect in exchange for contact information.
- The goal of the Lead Magnet is to maximize the number of targeted leads you are getting for an offer.
- It's the first step in a Customer Sales Funnel



Lead Magnet Ideas and Examples


ONE Lead Magnet generated 28,507 subscribers in
45 Days!



Your E-mail Address

Get Instant Access!

LEAD MAGNETS *DON'T HAVE TO BE*
LENGTHY... OR COMPLEX...



Digital Marketer claims 28,507 leads in 45 days!



DIGITALMARKETER

THE ULTIMATE SOCIAL MEDIA SWIPE FILE

COPY & PASTE THESE 72 PROVEN HEADLINE FORMULAS TO GET MORE CLICKS FROM FACEBOOK, TWITTER AND YOUR OWN BLOG...

- ✓ 13 "PIGGY-BACK" HEADLINES THAT ETHICALLY ALIGN YOUR MESSAGE WITH TRUSTED BRANDS AND AUTHORITIES...
- ✓ 18 "THREATENING" HEADLINES YOU CAN DEPLOY IN ANY MARKET (BE CAREFUL WITH THESE...)
- ✓ THE ABSOLUTE EASIEST HEADLINE FORMULA TO WRITE...AND 41 EXAMPLES YOU CAN COPY AND PASTE PLUS...
- ✓ 3 SIMPLE HACKS TO OPTIMIZE ANY HEADLINE IN 12 SECONDS OR LESS...

THE ULTIMATE SOCIAL MEDIA
SWIPE FILE
STEAL THIS HEADLINE SWIPE FILE TO GET MORE CLICKS FROM SOCIAL MEDIA

DOWNLOAD NOW

TechCrunch **THE HUFFINGTON POST** **QUICKSPROUT** **Forbes** **MIXERGY**

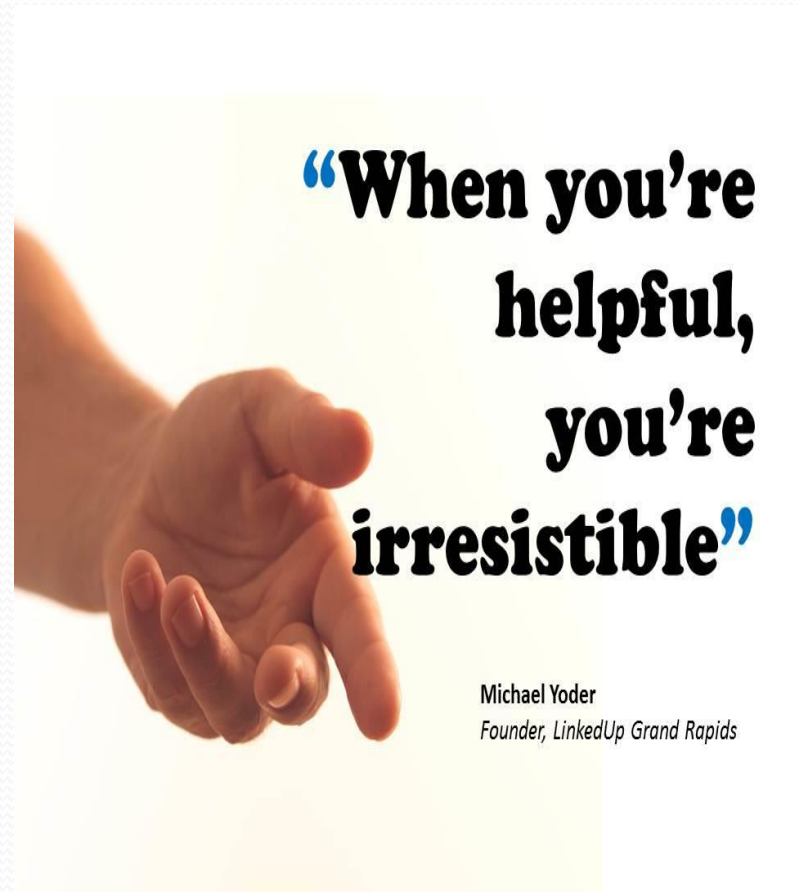
The single most important element of a successful Lead Magnet...

Specificity

- Lead Magnets don't have to be lengthy. Or complex. Or time-intensive to create.
- In fact, a long and complex Lead Magnet will likely convert poorly.
- You simply need to solve a specific problem with a specific solution for a specific segment of your market.

Your Lead Magnet must be consumed by the prospect for it to have impact.

- Perfect Lead Magnet offers tremendous value within 5 minutes of opt-in.
- Poor lead magnets, for example, a mini-course delivered over 21 days or a 300 page ebook.
- These Lead Magnets take too long to consume and are unlikely to be specific.



Here is a good example

Notice
how bold,
simple
and
specific
this Lead
Magnet
is...

Get Access Today To This Survival Life Exclusive Report

Grow Enough Food To Feed a Family of 4 In Just 4 Square Feet Of Space – Even If You Don't Have A Yard!

GROWING UP
THE INS AND OUTS OF UP
AND DOWN GARDENING

Your E-mail Address

Get Instant Access

This is a FREE service from Survival Life. Credit card is NOT required.
Your information is not shared with third parties and your privacy is guaranteed.
By providing Survival Life with your e-mail address, you agree to receive our newsletter and other offers from us at no charge.

...and here is a poor example – why?

- Overwhelming – 20 weeks!
- Updates to what? The course?
- Too general – is it basic or advanced?
- Feels like a hassle!
- I'll wish I had not signed up.

Join more than 48,000 readers!



**GET FREE UPDATES +
MY 20 WEEK E-COURSE**

**MARKETING
101**

FOR FREELANCE WRITERS

Email Address

Sign me up!

1. Guide/Report



JOE POLISH
Helping you develop your E.L.F. Business™

EASY, LUCRATIVE & FUN!™

Piranha Marketing, Inc.
4440 S. Rural Rd., Bldg. F,
Tempe, AZ 85282
Phone: 480.858.0008
Fax: 480.858.0004



HOME ABOUT CLIENTS & RESULTS LEARNING ZONE CLEANERS & RESTORERS PRODUCTS CONSULTING



DISCOVER SECRETS MOST
BUSINESS OWNERS WILL NEVER
KNOW ABOUT GETTING

FREE ADVERTISING

7 Steps To A Successful Ad That
Doubles Your Response, Leads,
And Sales. You'll Discover:



REGISTER TODAY

First Name...

Primary E-mail Address...

Get The FREE Report Now

**FOR YOUR
FREE REPORT:**

In 7 Steps To A Successful Ad
That Doubles Your Response,
Leads and Sales

Subscribe today and

2. Cheat Sheet/Handout

FREE: My Complete Blueprint for Importing From China



Just edit a simple text file and follow a simple tutorial...

Your First Name Here...

Your email Here...

Grab Your Copy Now!

Could be a checklist, mind map, blueprint

2. Cheat Sheet/Handout

"Written On This Ordinary, Everyday Cocktail Napkin Is A Business Model That Has Literally Made Me MILLIONS of Dollars Online. **Now I Want To Give It To You...For FREE!**"



My name is Ryan Deiss and I want to give you my entire online marketing business model... the exact same business model that has allowed me to make many millions of dollars online in just a few short years.

It's not complicated...

In fact, **the entire business model fits on a single napkin.** (That's what I wrote it on when I first conceived this model back in September of 2006.)

Just enter your email address in the form to the right, and I'll send you:

- A PDF copy of my handwritten "Million Dollar Napkin" business plan...



Free Instant Access Instructions:

Enter your email address in the form below for instant access to the "Million Dollar Napkin" business model plus 3 bonus training videos not available anywhere else...

Enter Your Email:

Cleverly advertised as a napkin!

3. Toolkit or Resource List

New Career Skills, Every Week!

Subscribe to the **free Mind Tools** newsletter, and get new career skills delivered straight to your inbox every week.

Plus receive our Time Management Toolkit FREE when you subscribe!

"I find this one of the most interesting, useful and practical newsletters I subscribe to."
Liz Holland, Dunedin, New Zealand

Enter your first name:

Enter your email address:

[View our Privacy policy](#) **Subscribe**

Saves people time and effort!

4. Video Training

Free Case Study Video Reveals:
"How To Increase Engagement & 'Likes' To Your Facebook Pages PLUS Build A Hyperactive List Of Email Subscribers Just By Giving Away Real (and super cheap) Stuff..."

The screenshot shows the Facebook Admin Panel for the page 'Free Digital Reads'. The page has 44,739 likes. A table displays the following data:

Post	Total Reach*	Post Reach*	Reactions
Readers, We have 5 Free eBooks in...	4,100	0	0
Can your 10K virtual eBook 'Read...	16,124	5,894	Reactions
Readers, We have 5 Free eBooks in...	14,852	0	0
Readers - we have another eBook...	24,824	7,346	0
Congratulations to Kristin Stewart...	2,415	0	0

Below the table, there is a call to action: "Enter your email address" with a text input field and a "Get Instant Access!" button. A small privacy notice below the button reads: "We value your privacy and would never spam you."

Best done with Camtasia, etc. but could be done using a cell phone!

5. Software Download/Free Trial

The image shows a screenshot of the Bidsketch website. The header includes the Bidsketch logo and navigation links for FEATURES, PRICING, ABOUT, and LOGIN. The main headline reads "Create professional client proposals in minutes". Below this is a testimonial from Daina Reed, Creative Director, stating "Cut down my proposal time from 3 hours to 45 mins! Plus...it looks super profes!" A red-bordered box highlights a white card with the text "SEND PROPOSALS YOUR CLIENTS WILL LOVE", "Try it free for 14 days (no credit card required);", an email input field labeled "Your Email:", and a red "GET STARTED NOW" button. A red ribbon in the top right corner of the card says "FREE TRIAL".

Bidsketch

FEATURES PRICING ABOUT LOGIN

Create professional client proposals in minutes

"Cut down my proposal time from 3 hours to 45 mins! Plus...it looks super profes!"
—Daina Reed, Creative Director

SEND PROPOSALS YOUR CLIENTS WILL LOVE

Try it free for 14 days (no credit card required);

Your Email:

GET STARTED NOW

FREE TRIAL

6. Discount/Free Shipping

The screenshot shows the Newegg.com website interface. At the top, there is a navigation bar with the Newegg logo, account links, and a search bar. Below the navigation bar, there is a large promotional banner for "LEVEL UP YOUR SETUP" featuring a "Diablo III" expansion set. To the right of the banner, there is a "US-Mattress.com Sale" advertisement offering up to 75% off on select items with free shipping. Below the main banner, there are several category buttons: SUPERCOMBOS, DOWNLOADS, PRE-ORDERS, OUTLET, and FIRST FROM ASIA. At the bottom of the page, there is a "FEATURED BRANDS" section with logos for ASUS, Seagate, MSI, Adobe, TRENDnet, NETGEAR, and lenovo. A red box highlights a promotional code entry field at the bottom of the page, which includes the text "GET PROMO CODES IN YOUR INBOX! EXCLUSIVE SAVINGS FOR SUBSCRIBERS" and a "SIGN UP!" button.

7. Quiz or Survey

Which decade does your home actually belong in?



TAKE QUIZ

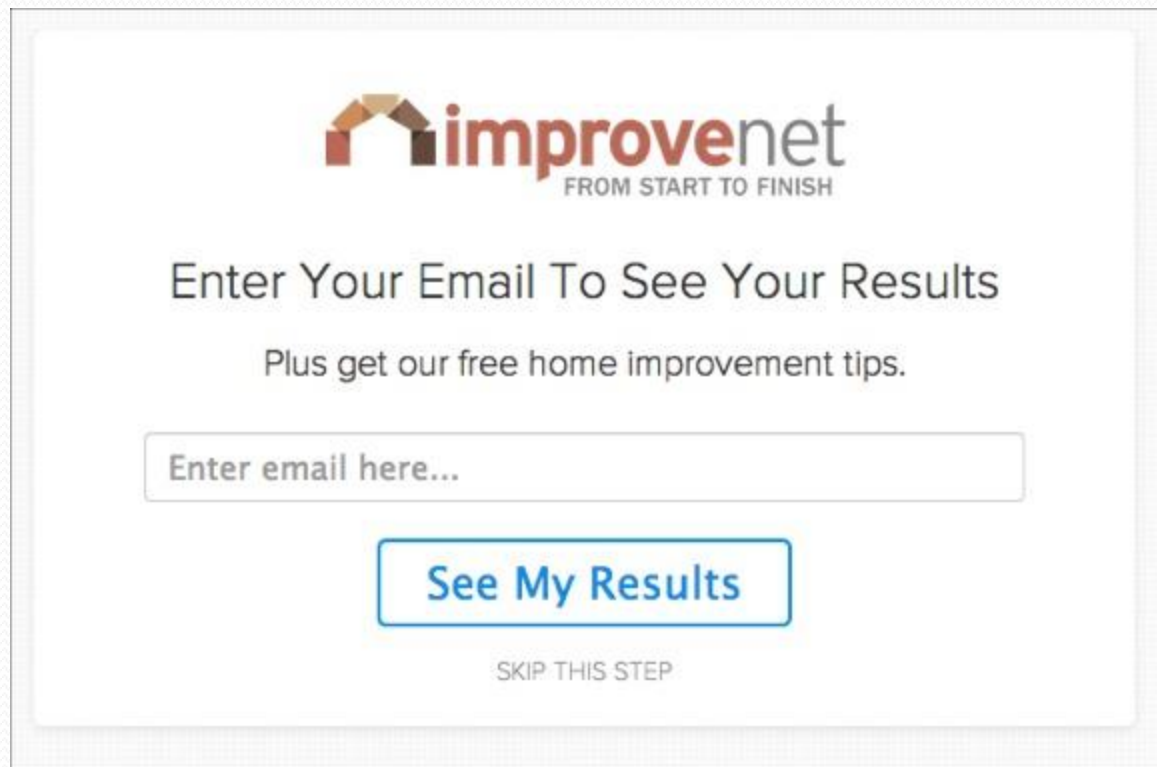
You can use a [quiz building tool like Interact](#) to create these quizzes.

Some prospects enjoy these...

Which best describes your homes energy efficiency?


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

Now sign up to get the results!



The image shows a screenshot of a web form for ImproveNet. At the top is the ImproveNet logo, which consists of a stylized house icon made of three colored blocks (orange, brown, and dark brown) followed by the text "improvenet" in a bold, lowercase sans-serif font, and "FROM START TO FINISH" in a smaller, uppercase sans-serif font below it. Below the logo is the heading "Enter Your Email To See Your Results" in a large, black, sans-serif font. Underneath the heading is the subtext "Plus get our free home improvement tips." in a smaller, black, sans-serif font. There is a white rectangular input field with a thin grey border containing the placeholder text "Enter email here...". Below the input field is a blue rectangular button with rounded corners and a thin white border, containing the text "See My Results" in a white, bold, sans-serif font. At the bottom of the form is a link that says "SKIP THIS STEP" in a small, black, uppercase sans-serif font.

8. Assessment/Test

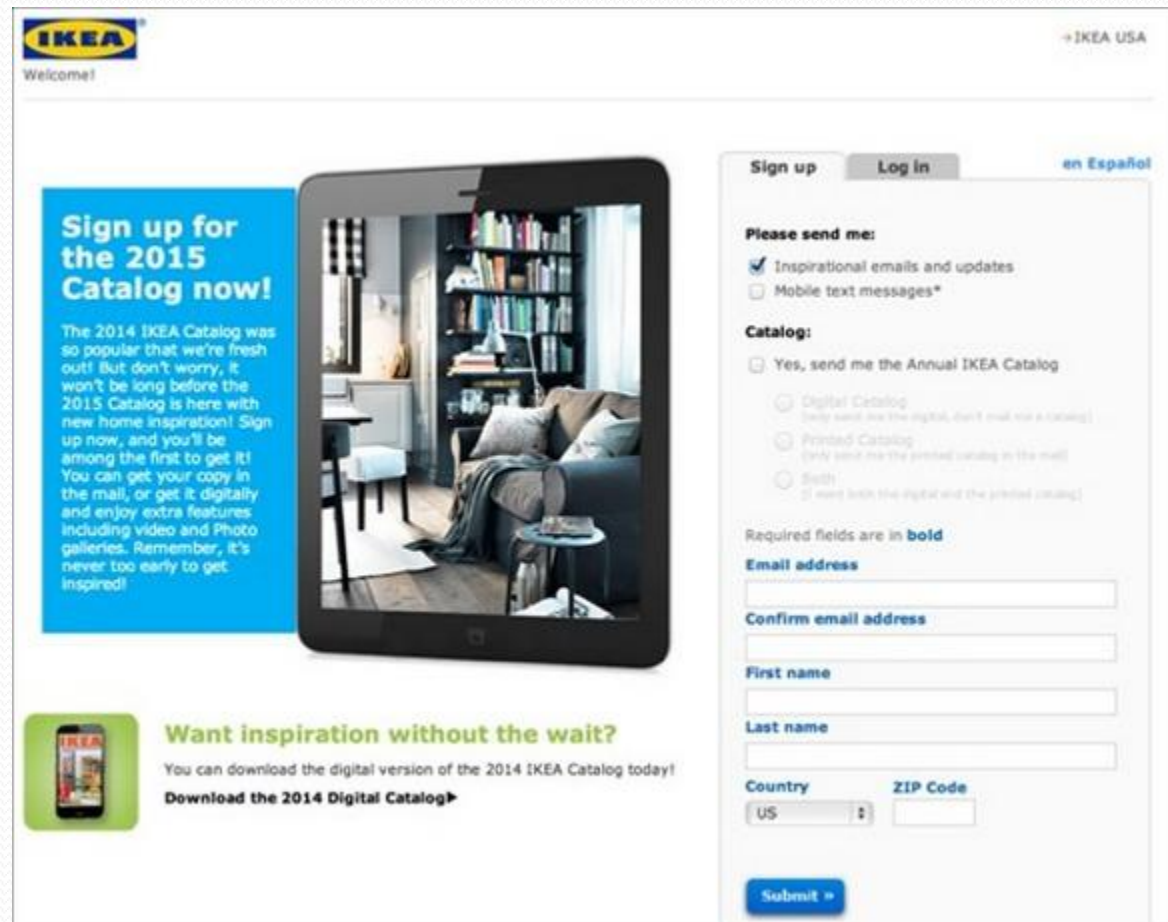


The image shows a screenshot of the HubSpot Marketing Grader form. The form is titled "HubSpot's Marketing Grader" and has the subtitle "Grade your marketing. Make it better. Outpace your peers." Below the title, there are two input fields: "Your website URL" and "Your email address". A blue button labeled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

Should increase speed of consumption or gratification!

9. Blind/Sales Material

In some cases, the most desired piece of information for the market is pricing and descriptions of products or services.



The screenshot shows the IKEA USA website's sign-up page for the 2015 Catalog. The page features the IKEA logo, a welcome message, and a sign-up button. A large image of a tablet displaying a living room scene is central. To the right is a sign-up form with fields for email address, first name, last name, country, and ZIP code. The form includes checkboxes for receiving inspirational emails and updates, and options for receiving the catalog (digital, printed, or both). A 'Submit' button is at the bottom right.

Sign up for the 2015 Catalog now!

The 2014 IKEA Catalog was so popular that we're fresh out! But don't worry, it won't be long before the 2015 Catalog is here with new home inspiration! Sign up now, and you'll be among the first to get it! You can get your copy in the mail, or get it digitally and enjoy extra features including video and Photo galleries. Remember, it's never too early to get inspired!

Want inspiration without the wait?

You can download the digital version of the 2014 IKEA Catalog today!

Download the 2014 Digital Catalog

Sign up **Log in** [en Español](#)

Please send me:

- Inspirational emails and updates
- Mobile text messages*

Catalog:

- Yes, send me the Annual IKEA Catalog
 - Digital Catalog (Only send me the digital, don't mail me a catalog)
 - Printed Catalog (Only send me the printed catalog in the mail)
 - Both (I want both the digital and the printed catalog)

Required fields are in **bold**

Email address

Confirm email address

First name

Last name

Country **ZIP Code**

US

Submit

Checklist for using a Lead Magnet effectively

1. Take the time to craft a strong value proposition
2. Simple and clear – leverage picture and text
3. Provide one single Call to Action - demands attention and inspires action now!
4. Offer real value – giving it away should hurt just a little because you might be able to sell it!
5. **Position the lead magnet offer in plain view on the landing page**

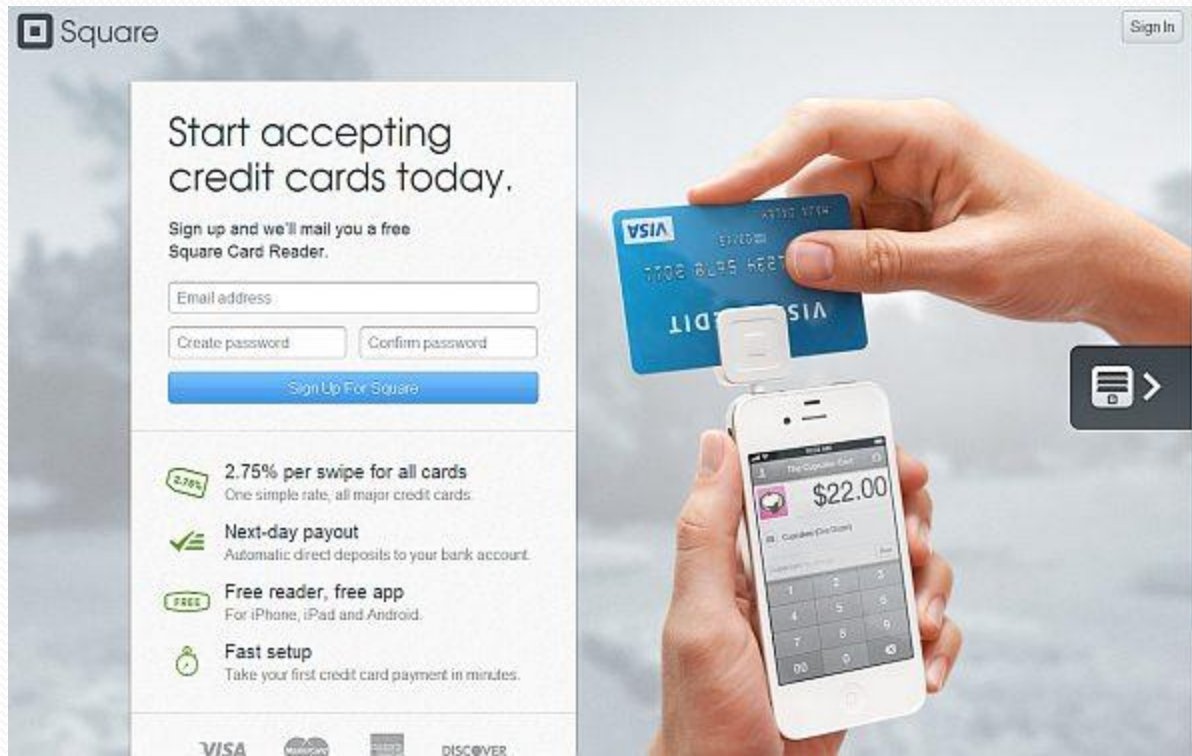
#1 Take the time to craft a strong value proposition!



“They’ll fight over it when you’re dead!”

If your value proposition is not this strong – keep working on it!

#2 Simple and clear

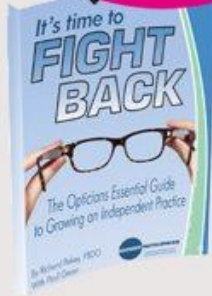


Combine the picture and text to make it instantly clear!

#3 Provide only one action for your customer to take!

1. Target the customer
2. Offer the Lead Magnet
3. Speak to the benefits
4. Keep the sign up simple
5. Provide only a single action to take

FREE
marketing book
for
opticians



Get your free paperback copy of my new book "It's Time to Fight Back: The Opticians Essential Guide to Growing an Independent Practice".

Inside, you'll discover:

- How to achieve double digit growth in your business, despite the economy
- The right way to combat the threat of the multiples
- How to get rid of prescription-only patients
- Why you must create a practice that doesn't rely on you to thrive (and you'll be pleased to hear it's a practice that delights your clients)

Simply enter your details below. You'll also get an email once a week with more advice about growing your practice.

First Name *

Last Name *

Email *

#4 Offer Real Value

Learn How To Make \$30,000 in 7 Days!

Just Follow These Simple Steps:

- 1 Find The Best Stocks to Trade
- 2 Learn My Niche Strategy and Profit BIG
- 3 Make a Full-time Living From Part-Time Trading

My Proven Track Record

Verified Account Performance	
54% 2011	57% 2010
141% 2009	197% 2008

TOP TRADER
#1
in 46,000+ on
Connecticut
08-09-10-11

Get My 7 Amazing Video Lessons, They're Free!

Name*

Email*

Sign Up

IMPORTANT please visit your email and confirm the link I am sending out. After that you are all set!

As Seen On

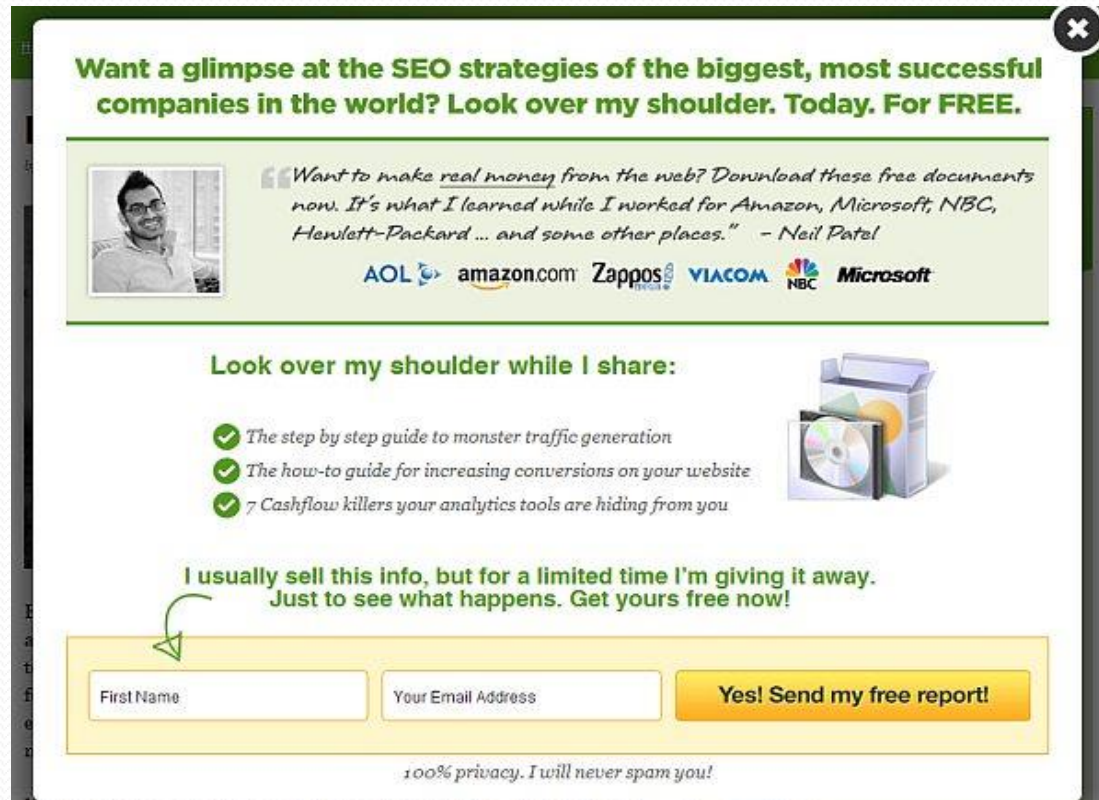
CNN CNBC FOX NEWS abc The New York Times
WALLSTREET WALLSTREET FORBES TheStreet.com MarketWatch

Or continue on to TimothySykes.com


Real value - as seen on CNN, Forbes, MarketWatch!

Whatever you give away should hurt just a little – because you should be able to sell it!

#5 Position the Lead Magnet in full view upon first landing on the page




Want a glimpse at the SEO strategies of the biggest, most successful companies in the world? Look over my shoulder. Today. For FREE.

 *“Want to make real money from the web? Download these free documents now. It's what I learned while I worked for Amazon, Microsoft, NBC, Hewlett-Packard ... and some other places.” – Neil Patel*

AOL amazon.com Zappos VIACOM NBC Microsoft

Look over my shoulder while I share:

- ✓ The step by step guide to monster traffic generation
- ✓ The how-to guide for increasing conversions on your website
- ✓ 7 Cashflow killers your analytics tools are hiding from you



I usually sell this info, but for a limited time I'm giving it away. Just to see what happens. Get yours free now!

First Name Your Email Address **Yes! Send my free report!**

100% privacy. I will never spam you!

Arriving at the page you see the marketing content, lead magnet, and sign-up in a single view!

References and Further Readings

<http://www.digitalmarketer.com/lead-magnet-ideas-funnel/>

Use this to show how the recipes can be the lead magnet and the product offering is the food photography course. <http://minimalistbaker.com/>

Here is the photog course product <https://foodphotographyschool.com/?sb#reviews>

And here is huffington doing its part.

http://www.huffingtonpost.com/2015/06/01/vegan-ice-cream-recipes_n_7468890.html

<http://conversionxl.com/what-i-learned-from-reviewing-websites/>