How To 'Zero To Hero' Bonus Item Three

How to Create an Effective Lead Magnet

A Simple Four-Step Process For Creating Profitable Lead Magnets Using PLR Content!



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Bonus 3: How To Create A Lead Magnet

Your lead magnet is one of the most important pieces of your sales funnel. After all, if your lead magnet doesn't effectively attract and convert prospects, then the rest of your sales funnel doesn't even really need to exist!

During ***day 30*** you learned some tips for creating an effective lead magnet, such as creating something that's desirable, high-value and easy to deliver. Now in this bonus guide we're going to take a closer look at this process so that you can create the most effective lead magnet possible.

Here are the steps:

- Step 1: Choose Something Highly Related
- Step 2: Create Something Unique
- Step 3: Craft A Catchy Title
- Step 4: Compel Readers To Take Action

Let's jump in…

Step 1: Choose Something Highly Related

A lot of marketers root around on their hard drives for content to use as a bonus, and then use basically anything they have that's slightly related to the rest of their sales funnel.

That's a mistake.

Instead, what you need to do is plan your lead magnet at the same time you're planning the rest of your sales funnel. That's because your lead magnet should be something your market really desires, AND it should be something that naturally leads to the next product in your sales funnel (which is typically your tripwire offer).

To that end, your lead magnet needs to be useful yet incomplete. The useful part of the lead magnet is that it solves PART of a prospect's problem. The

incomplete part is that it doesn't quite solve the whole problem, so you have an opportunity to sell your tripwire offer on the backend.

For example, let's suppose you're selling dieting information. Here are ideas for lead magnets:

- Share tips. Here's where you provide useful tips, but nothing in-depth (the reader needs to buy a product to get the full process). E.G., "17 Fat-Busting Tips Every Dieter Ought to Know."

- Provide an overview of a process. Here's where you share all the steps the reader needs to take to lose weight, but you don't tell the reader exactly how to complete these steps. They'll need to buy your package to get the in-depth information.

- Offer in-depth instruction on ONE part of a process. Here you share one step, and then the reader needs to buy a product to get the rest of the steps. For example, you might create a diet guide that goes in-depth on the exercise portion of weight loss, but readers need to buy your package to get the in-depth information on the nutrition component.

- Give away tools to make a process easier. This works even better if the tool is designed to work the best alongside the information in your package. For example, you might offer low-calorie recipes to dieters, but they need to purchase your package to get meal plans and information about how much to eat.

Point is, make sure this content naturally leads people to buying your package. Anyone who reads or views your lead magnet should naturally want the package too.

Next…

Step 2: Create Something Unique

The second key is to create something unique. Even if you're creating your lead magnet out of PLR content, you need to make a point of setting your product apart from competing offers in the market.

Check out these ideas…

Create a Unique Angle

Even if you're sharing "old" information, you can add a fresh twist to it in these ways:

- Use alliteration. This guide you're reading right now is an example, as each step starts with the letter "C."
- Design a formula. For example, a five-step guide about boosting sales might use the word S.A.L.E.S., with each letter corresponding to a step of the process.
- Create an analogy. Here you compare the process to something else. For example, you might compare training a puppy to running a marathon (because it's something that takes a while to do properly).

Next…

Share Unique Information

The entire product doesn't need to share brand-spanking new information. You can create something fresh by sharing your own unique tips, examples, relevant stories, and case studies.

For example, if you're sharing conversion information, you might present a case study of how you did a headline tweak that doubled your conversion rate with just a few minutes of work.

Now the next step…

Step 3: Craft a Catchy Title and Graphics

As you learned in the main guide, titles and graphics are important. These are the items that form the prospect's first impression of your product, so you need to take the time to get it right.

You'll want to check the main guide for more information about how to create a good title and graphics. Let me leave you with one more tip…

Try to incorporate your unique angle into the title, if possible. Let's go back to the example of creating a formula with the acronym "S.A.L.E.S." Your title might look like this:

"The Amazing S.A.L.E.S.-Boosting Formula That Works Every Time to Double, Triple or Even Quadruple Sales and Profits!"

Once you know what your title is going to be, then be sure to get professional ecover graphics to go along with it. You can outsource this task on a site like upwork.com or even fiverr.com.

Next…

Step 4: Compel Readers To Take Action

The final step is to be sure to include a CTA (call to action) within your lead magnet that instructs people to purchase your package (or another tripwire offer).

Your CTA should be clear, succinct, and give people a good reason to take the desired action.

For example:

Click here to download the [Name of Package] now, because you deserve to [get a highly desired result]!

Conclusion

You just discovered a four-step process for creating an effective lead magnet, including:

- **Step 1:** Choose Something Highly Related: Your lead magnet should naturally lead to your paid offer.
- **Step 2:** Create Something Unique: Even if you're sharing "old" information, you can freshen it up using acronyms, alliteration, analogies and unique information.
- **Step 3:** Craft a Catchy Title and Graphic: Make a great first impression by creating a benefit-driven title and professional graphics.
- **Step 4:** Compel Readers to Take Action: Be sure to drop a link and CTA promoting your backend offer (your package).

Now that you have this information in hand, your next step is really simple: put it to work for you today to create your own highly effective lead magnet!

Recommended Resources

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