

LEAD MAGNETS

WHAT, WHY AND HOW!



QUICK INTRO

- STARTED WORK IN AN AD AGENCY IN THE LATE '80S!!!!
- HAVE AN MA IN COMMUNICATION STUDIES AND AM A QUALIFIED TEACHER
- WORKED AT ONE OF THE UK'S TOP 10 UNIVERSITIES FOR 16 YEARS
- STILL GUEST LECTURE FOR EXECUTIVE MBA AND MA STUDENTS
- FORMED RASPBERRY FLAMINGO IN LATE 2018 (THERE IS A STORY BEHIND THE NAME, HONESTLY!)
- WORK WITH SMALL BUSINESSES GLOBALLY ON COPY AND CONTENT



WEBSITE VISITORS

97% OF PEOPLE WHO VISIT YOUR WEBSITE FOR
THE FIRST TIME WILL LEAVE WITHOUT BUYING!

WHO ARE THEY???



WHO ARE THEY?

THE SIMPLE ANSWER IS THEY ARE PEOPLE WHO ARE INTERESTED IN YOUR PRODUCT OR SERVICE BUT WHO AREN'T READY TO BUY.

IF THEY DON'T BOOKMARK YOUR SITE, THEY COULD WELL BE LOST FOREVER...

BUT THERE IS SOMETHING YOU CAN DO SO THAT THIS DOESN'T HAPPEN



WHAT TO OFFER THEM

ENTICE THEM TO LEAVE THEIR EMAIL ADDRESS IN EXCHANGE FOR SOMETHING THAT WILL BE OF VALUE TO THEM.

A LEAD MAGNET...



WHAT IS A LEAD MAGNET?

IT HAS TWO PURPOSES:

TO GIVE YOUR PROSPECT SOMETHING OF
VALUE...

AND

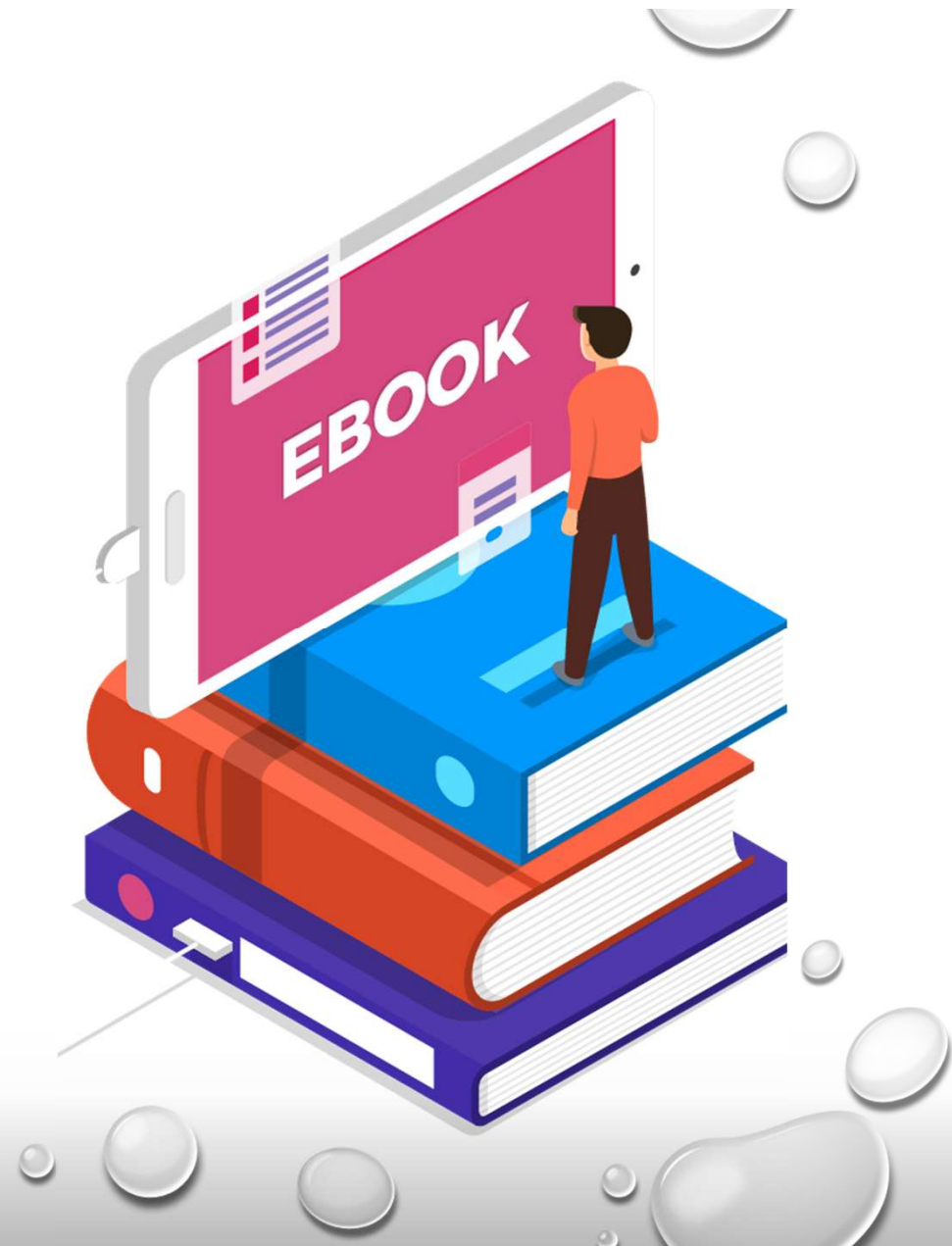
TO LEAD THEM INTO YOUR PAID SERVICES...



MYTH BUSTING

MOST PEOPLE AUTOMATICALLY CALL
LEAD MAGNETS 'EBOOKS'

BUT ACTUALLY EBOOKS ARE RARELY USED!



FORMATS FOR FREE OR LOW COST LEAD MAGNETS

A Guide

A Blueprint

A Checklist

A Challenge
(usually 5 or
7 day)

Video
Training

Templates

Swipe Files

A Quiz

An Email
Course

Research
Information

SUBJECTS?

THINK ABOUT THE FOLLOWING:

- WHAT ARE YOUR CUSTOMERS' MAIN PAIN POINTS?
- WHAT RESEARCH ARE YOUR CUSTOMERS LIKELY TO DO BEFORE THEY BUY?
- WHAT ARE THE MOST FREQUENTLY ASKED QUESTIONS YOU ARE ASKED?
- HOW CAN YOU GIVE VALUE TO YOUR PROSPECT?

GIVE THEM THE 'WHAT' AND THE 'WHY' WITHOUT THE HOW...

THAT'S WHAT THEY PAY YOU FOR!

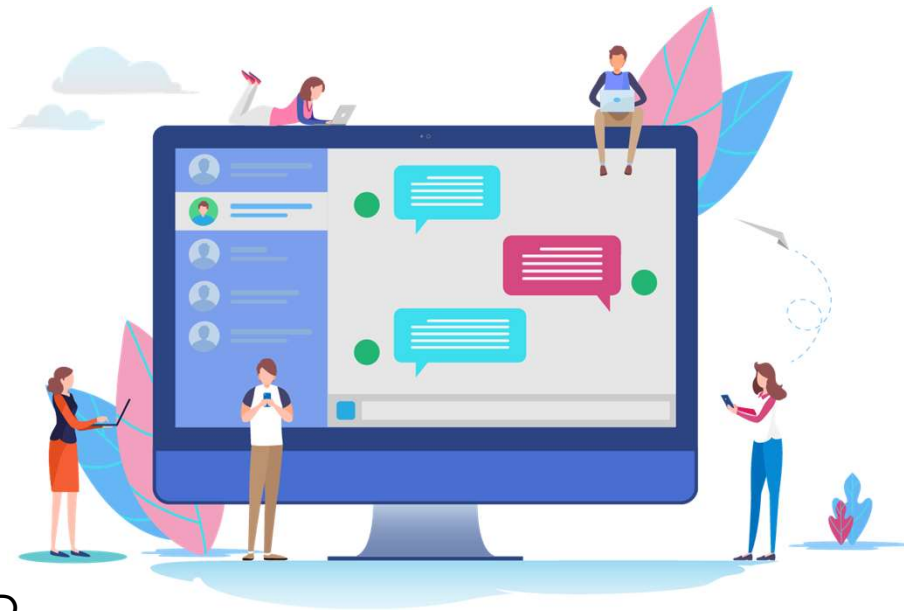


MYTH BUSTING

TO ANYONE WHO THINKS THEY SHOULDN'T GIVE AWAY ADVICE FOR FREE BECAUSE PEOPLE WILL GO AWAY AND DO IT THEMSELVES...

THOSE PEOPLE WEREN'T YOUR REAL PROSPECTS.

THEY WERE ALWAYS GOING TO FIND THE INFORMATION FROM SOMEWHERE AND DO IT THEMSELVES. LET THEM HAVE YOUR LEAD MAGNET AND DISAPPEAR IF THAT'S WHAT THEY WISH TO DO!



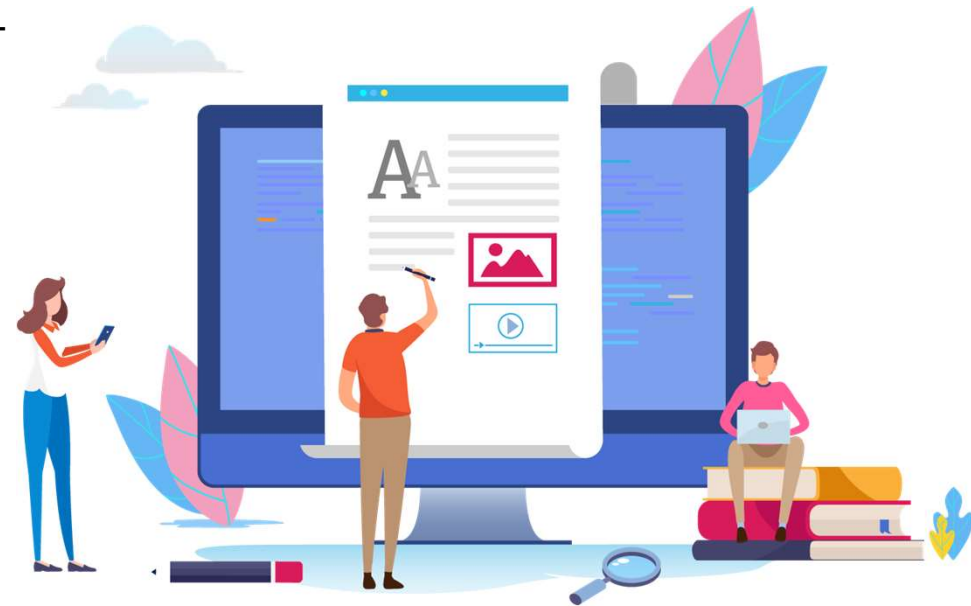
CONTENT

REMEMBER YOU'RE HITTING YOUR PROSPECT'S PAIN POINTS –
SHOWING THEM YOU UNDERSTAND...

YOU'RE TELLING THEM WHAT THEY NEED TO DO AND WHY,
HIGHLIGHTING RESULTS...

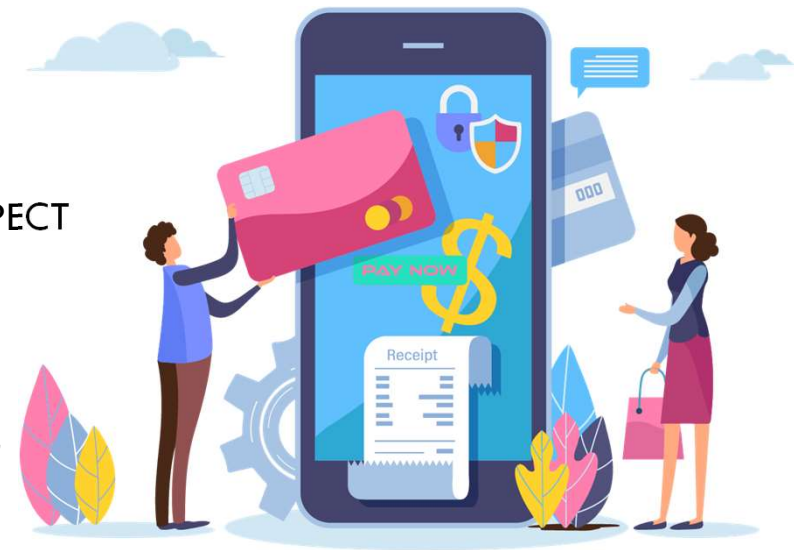
BUT YOU ALWAYS LEAVE THEM WANTING MORE DETAIL SO
THEY NEED YOUR PRODUCT OR SERVICES.

DON'T BE AFRAID TO GIVE AWAY KNOWLEDGE THAT THEY COULD
FIND REALLY EASILY ANYWHERE... OR SOME GREAT HINTS AND TIPS
ON HOW TO GET STARTED...



PRODUCING YOUR CONTENT

- THINK LIKE A PREVIOUS CLIENT WHO'S COME TO YOU AND HAD LOTS OF QUESTIONS
- WORK THROUGH THE SUBJECT LOGICALLY – WHAT DOES THE PROSPECT NEED TO CONSIDER?
- MAP IT OUT WITH POST-IT NOTES OR A 'TRELLO' TYPE BOARD
- KEEP IT SIMPLE AND SHORT (UNLESS YOU ACTUALLY ARE PRODUCING AN EBOOK)
- MICROSOFT WORD DOCUMENTS CAN BE TURNED INTO PDFS SO THIS CAN BE DONE ON NO BUDGET
- ALWAYS, ALWAYS, ALWAYS END BY INTRODUCING YOUR PAID SERVICES (UPSELL)



HOW TO USE YOUR LEAD MAGNET

- STORE IT SOMEWHERE LIKE GOOGLE DOCS, WHERE YOU CAN GET A LINK TO SHARE
- SET UP A PAGE ON YOUR WEBSITE (OR STAND ALONE LANDING PAGE) WITH YOUR DATA CAPTURE FORM ON
- CREATE AN AUTOMATED EMAIL CAMPAIGN TO SEND SIGN UPS THE LINK TO DOWNLOAD THE LEAD MAGNET
- KEEP THE AUTOMATED EMAILS GOING AFTER THE LEAD MAGNET – USE THEM TO:
 - BUILD A RELATIONSHIP WITH THE PROSPECT
 - ESTABLISH YOURSELF AS THE EXPERT
 - BE IN THEIR INBOX WHEN THEY'RE READY TO BUY
 - REMIND THEM YOU'RE STILL THERE...



THANK YOU...

Q&A

IF YOU'D LIKE ANY MORE HELP OR TO CHAT FURTHER ...

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RASPBERRY FLAMINGO TRAINING LAUNCHING 2021

