



# FREE GUIDE

How to Create & Launch a *Lucrative Lead Magnet* for Your Business

***Well hey there fellow biz owner,***

I'm so glad you're here because that means you are ready to share your super awesomeness with the people who are pining for your genius!

Maybe you've heard of lead magnets (aka freebies) in the past and you've been *wondering if they'll work* for your business...

Or maybe you've created something *amazing* that you are ready to share but you're not quite sure what steps to take to get it out there...

Or maybe you've had a lead magnet for a long time but it's *just not working* the way you expected or hoped it would...

No matter where you are in the lead magnet process, you've found *the perfect guide* to walk you through the steps of **creating and launching a lucrative lead magnet**.

I've been crafting lucrative lead magnets for over 8 years, so I've learned a thing or two about how they work and how to use them effectively to automate lead generation for your business (aka attract high quality clients without trading your time).

Yes, this guide definitely has the key steps to create a lucrative lead magnet. However, the degree to which your lead is successful will be determined by how *engaged* you are with this process and *how well you know* your target audience. In other words, you can't just throw something together you *think* will work.

You have to do a little digging and be *willing to break away from assumptions* you've made about what you offer and what your target audience *really* wants!

So, if you're ready to learn how to create and launch a lucrative lead magnet for your business AND you are willing to get creative and bold, let's get started!

Let's do this!

*Kelly Stokes Brown*

# *Magnetize, Mesmerize, & Incentivize Your Audience to Take Action*

Let's take a quick beat to clarify what a lead magnet is and how it works...

## **What is a lead magnet (also called free offer or freebie)?**

A lead magnet is high value content or training you give away for free in exchange for someone's name and email address. A lead magnet can be a trial subscription, an online class or training, a webinar, a PDF checklist or a PDF guide or a cheatsheet.

## **How do they work?**

Lead magnets are simple, easy to consume and use content that focuses on solving a specific problem, pain or need for a specific audience. The main purpose of creating a lead magnet is to help your ideal audience solve a simple problem quickly. Once they opt in for your lead, you nurture them to your products and/or services.

## **When are they most effective?**

Lead magnets are most effective when they are focused on solving a small but real problem related to your products and/or services. They give you a way to attract, nurture and convert prospects into clients. By helping your audience make real progress using your tools/solution, you give them a taste of what's it like to work with you. This helps build a real relationship that when done well, leads to sales. Once you've optimized all pieces of your lead magnet, you consistently promote it on your channels to a targeted audience so you are always attracting new leads.

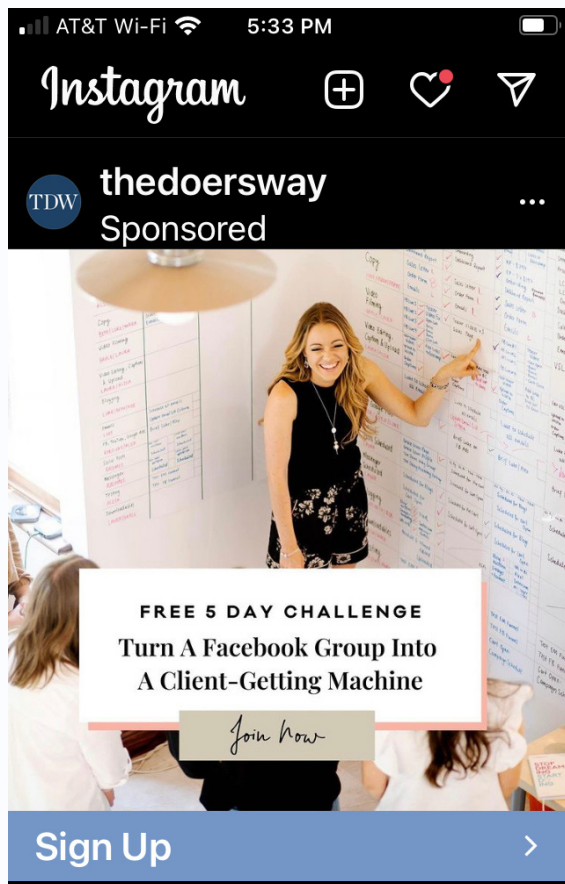
## **Why are they good for small businesses?**

Lead magnets offer an automated way for potential clients to "work" with you so you can build a relationship over time that leads to sales. They are great for small business owners because they automate a time-consuming and often uncomfortable aspect of running a business – selling our products and services!



# Examples of Lead Magnets

You'll notice some screenshots of popular and effective lead magnets along with the landing page associated with each below. This is to give you a visual of what a lead magnet looks like when being promoted and what happens when someone clicks on an ad or post to learn more.



When you click Sign Up:  
<https://go.thedoersway.net/lets-go-5-day-fb-challenge/>

## *Examples of Lead Magnets*

**StoryBrand**  
Sponsored · 🌐

The world's best business coaches all have these 3 things in common.



**FREE VIDEO SERIES**

**3 CHARACTERISTICS**  
**The World's Best Business Coaches Have in Common**

**Get the Free Video Series**  
When you have a system to scale your coaching business and a curriculum t...

**Sign Up**

[BUSINESSMADESIMPLE.COM](https://www.businessmadesimple.com)

242 19 Comments 18 Shares

Like Comment Share

When you click Sign Up:  
<https://www.businessmadesimple.com/bestbusinesscoaches/>

## *Examples of Lead Magnets*



When you click Learn More:

[https://www.jensprograms.com/va-task-list?  
fbclid=IwAR1n\\_sTKCwLCSPByf1G1o1gIkCWReiJDQDy  
wo8o5Kd\\_zDCQUPw7pqgSDhBM](https://www.jensprograms.com/va-task-list?fbclid=IwAR1n_sTKCwLCSPByf1G1o1gIkCWReiJDQDywo8o5Kd_zDCQUPw7pqgSDhBM)

# *What You Need to Create & Launch a Lucrative Lead Magnet*

Below is a high level overview of what you'll  
need to be successful

## *Step 1: Create*

HIGH VALUE CONTENT THAT SOLVES A REAL PROBLEM FOR A SPECIFIC  
AUDIENCE RELATED TO WHAT YOU OFFER

## *Step 2: Design*

SIMPLY DESIGNED IN BRAND COLORS WITH COMPELLING TITLE AND  
SUBTITLE

## *Step 3: Land*

STAND-ALONE LANDING PAGE WITH COMPELLING BENEFITS AND OPT IN  
FORM

## *Step 4: Lead*

CONSISTENTLY LEAD PEOPLE TO YOUR FREE OFFER VIA BLOGS, SOCIAL  
MEDIA, PAID ADS, EMAIL NEWSLETTERS, ETC.

## *Step 5: Engage*

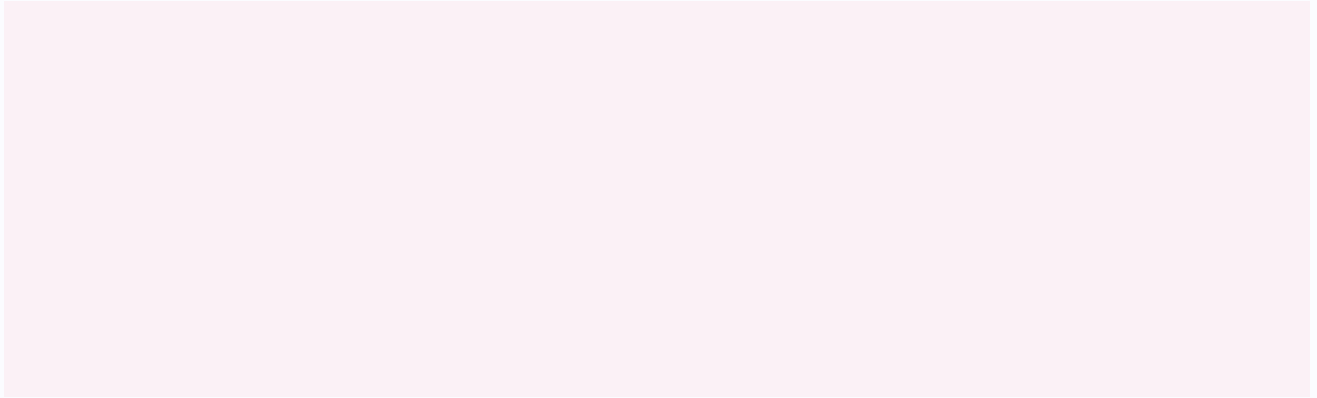
NURTURE EMAIL CAMPAIGN TO LEAD PROSPECTS TO YOUR SERVICE OR  
PRODUCT

## *Step 6: Optimize*

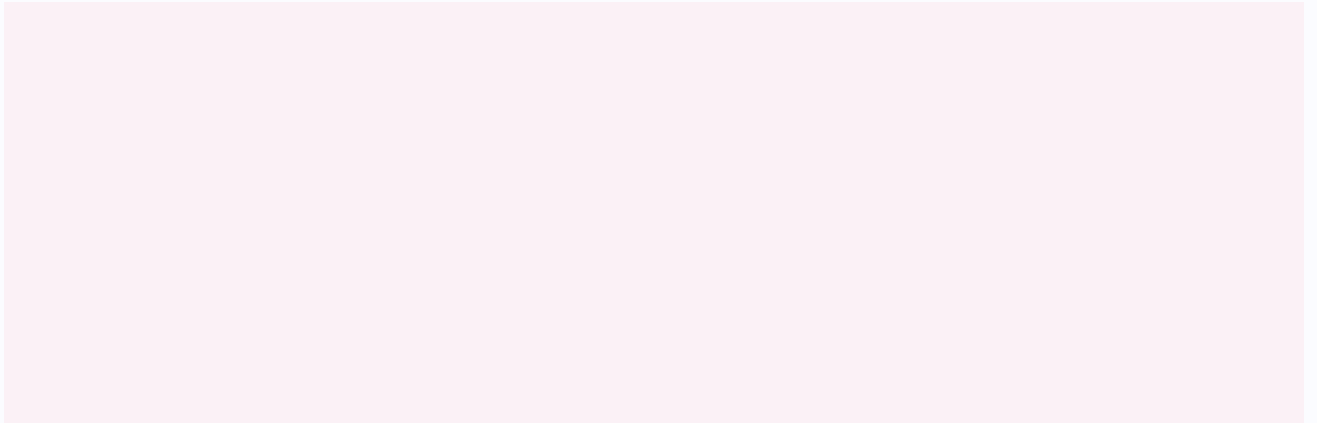
MEASURE RESULTS TO TEST, TRACK AND TWEAK

## *Begin with the End in Mind*

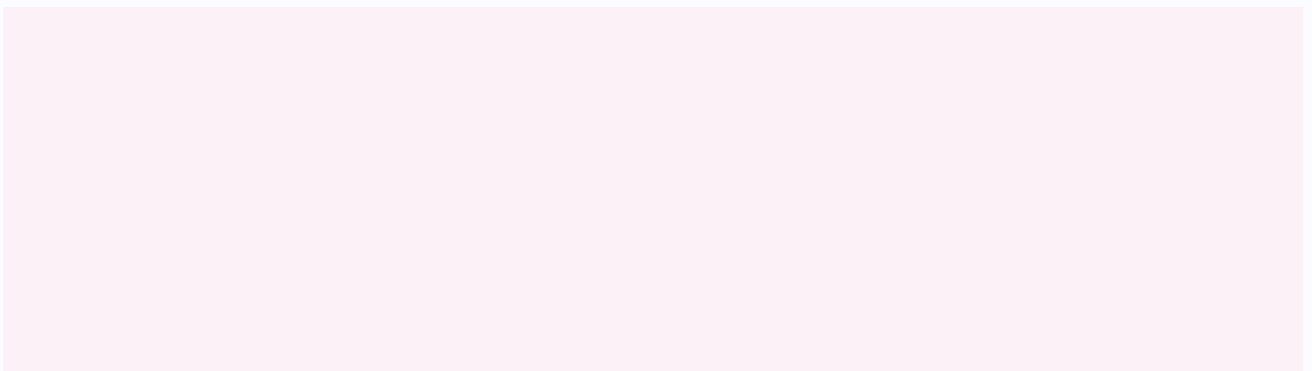
WHAT IS THE ULTIMATE BUSINESS GOAL YOU'D LIKE TO ACHIEVE WITHIN THE NEXT 12 MONTHS?



WHERE DO YOU WANT TO LEAD PEOPLE ONCE THEY SIGN UP FOR YOUR FREE OFFER?



WHAT SPECIFIC PROBLEM OR PAIN ARE YOU SOLVING FOR YOUR CLIENTS?





# *Give 'Em What They Want & Need*

When you aren't sure what to offer....



What does your target audience *really* need from you? (If you don't know, ask.

What small action step could your ideal client take to make progress quickly?

What is your target audience clamoring to get their hands on related to what you offer? (See what competition is offering to get some ideas)

Is there something your ideal client needs to do before they work with you?

These are very important questions to answer BEFORE creating your lead magnet so you don't waste time creating something no one really wants or needs.

Your freebie (lead magnet) - PDF, eBook, webinar, training, tool - **must solve ONE key problem** for your target audience. After downloading your freebie, they should be able to make progress quickly by using what you provide. Think simple, small and doable.

Think about the **number one question you get from your prospects or clients** over and over again.

What do you **help them do** in a way that they can't find anywhere else?

Is there a part of your process that you can **offer as "first step"** so your prospects are more prepared to work with you?

You'll be working through these questions on the following pages.

## *Step 1: Create*

### *Think simple, small and doable*

What can you offer (think small step) that could help your target audience make progress quickly?

IS THERE SOMETHING UNIQUE YOU DO FOR YOUR CLIENTS THAT YOU CAN BREAK DOWN INTO SMALL STEPS? IF SO, DESCRIBE IT IN DETAIL BELOW.

COULD YOU OFFER THE FIRST STEP FROM WHAT YOU DESCRIBED ABOVE AS A LEAD MAGNET?

IS THERE ANY "PRE-WORK" THAT WOULD HELP YOUR IDEAL CLIENT BE MORE SUCCESSFUL WHEN WORKING WITH YOU?

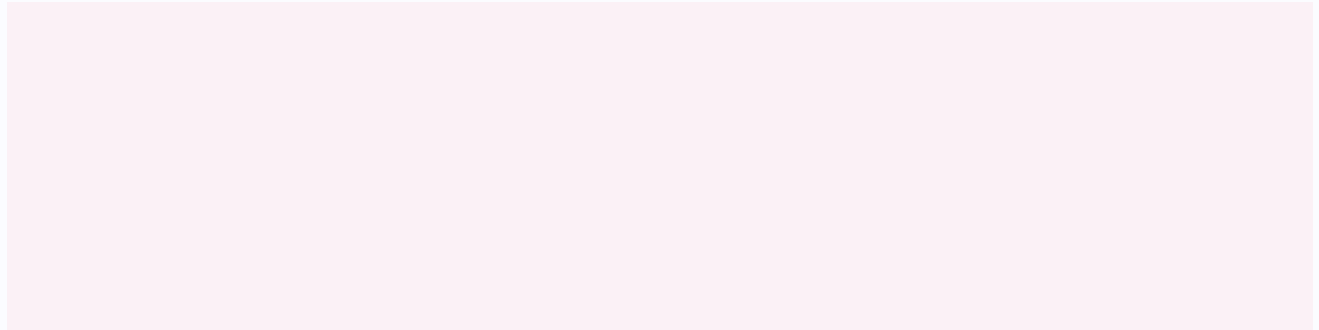
IS THERE A PART OF YOUR ONBOARDING PROCESS THAT YOUR CLIENTS RAVE ABOUT THAT COULD BE USED AS A "FIRST STEP" FREEBIE?

# *Step 1: Create*

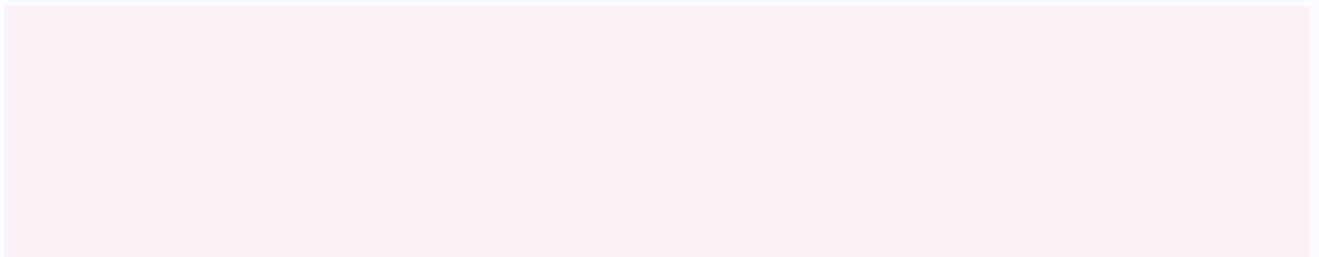
## *Make it easy to consume and use*

Now let's consider the format that works best for your target audience:

HOW DOES YOUR TARGET AUDIENCE LIKE TO CONSUME INFORMATION? (I.E. WEBINAR, PDF, EBOOK, "HOW-TO" TEMPLATE, MINI-COURSE, CONSULTATION, ETC.)

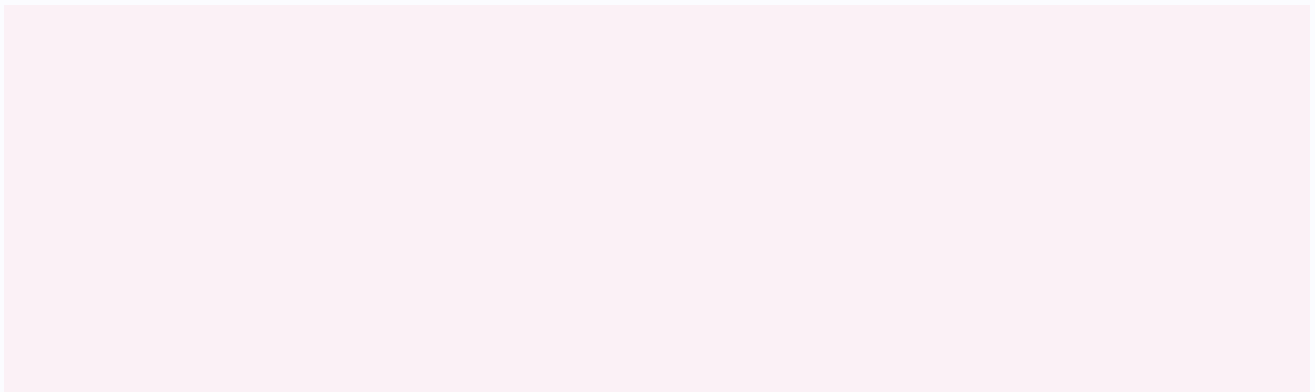


WHAT QUESTIONS OR ISSUES MIGHT ARISE AFTER THEY USE YOUR FREE OFFER?  
CAN THESE QUESTIONS OR ISSUES BE ADDRESSED IN A NURTURING EMAIL SERIES?



HOW CAN YOU FURTHER SUPPORT\* PEOPLE IN USING YOUR FREE OFFER AFTER THEY SAY YES TO YOU?

\*This is the REAL value of your free offer. You want people to make progress (experience a small success) so they are eager to learn more about you and your services).

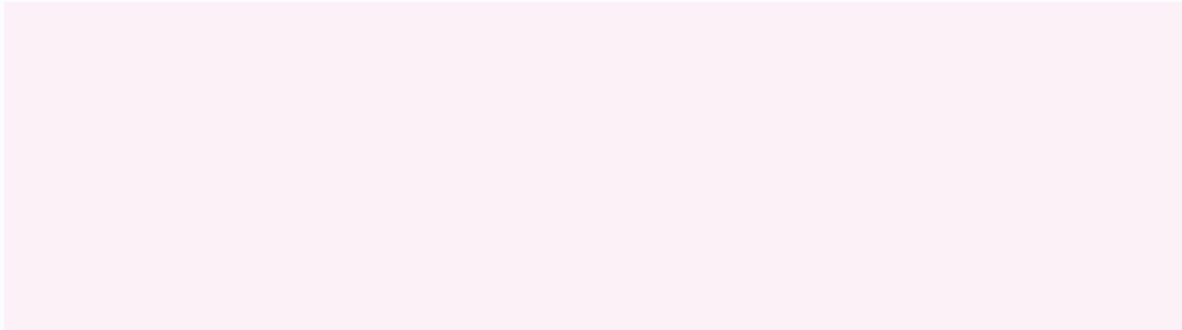


## *Step 2: Design*

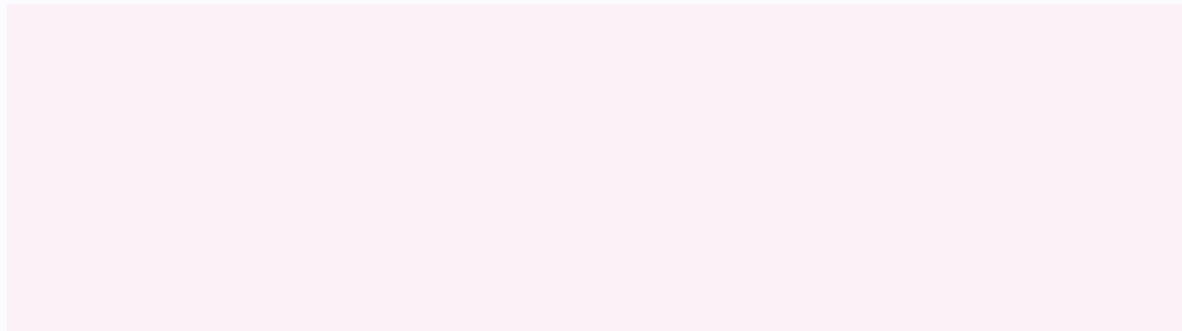
### *Make it Simple, Pretty & Personal*

Your lead magnet should be simple in design and easy on the eyes.

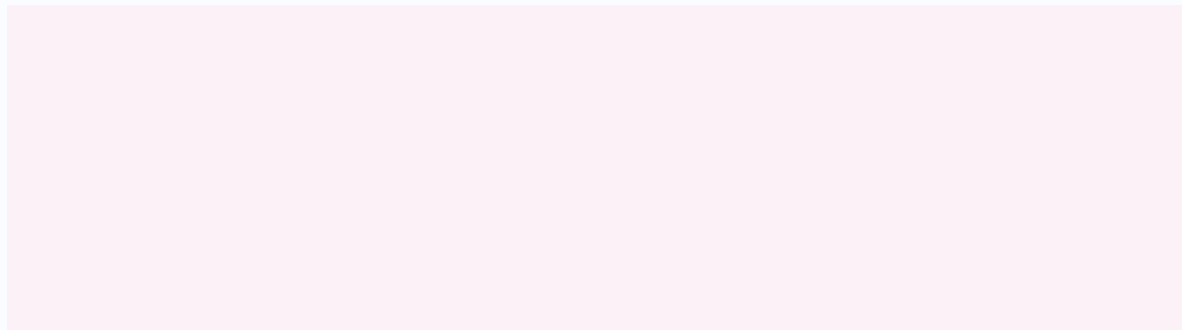
WHAT TYPE OF LAYOUT/DESIGN WOULD MAKE IT EASY FOR PEOPLE TO CONSUME INFORMATION AND TAKE ACTION (CHEAT SHEET, CHECKLIST, GUIDE, ETC)?



CAN YOU ANTICIPATE AND ADDRESS WHERE PEOPLE MIGHT GET STUCK WHEN USING OR LISTENING TO YOUR LEAD MAGNET?



WHAT ACTION DO YOU WANT THEM TO TAKE WHEN THEY GET TO THE END OF YOUR LEAD MAGNET?

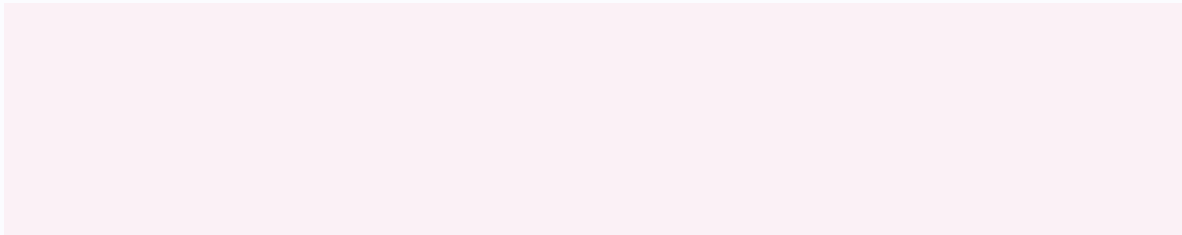


## *Step 3: Land*

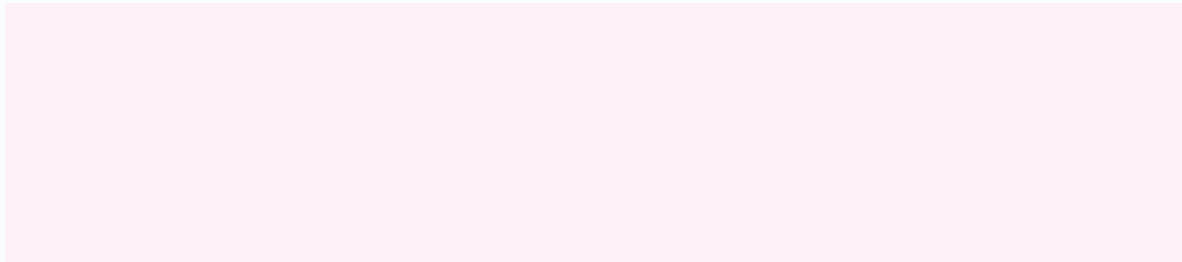
### *Give them only ONE thing to do*

Both the words and the visuals must speak to your target audience's real problem and how taking this first small step results in solving it. Refer to the examples provided in the beginning of this guide to see how to create an effective landing page.

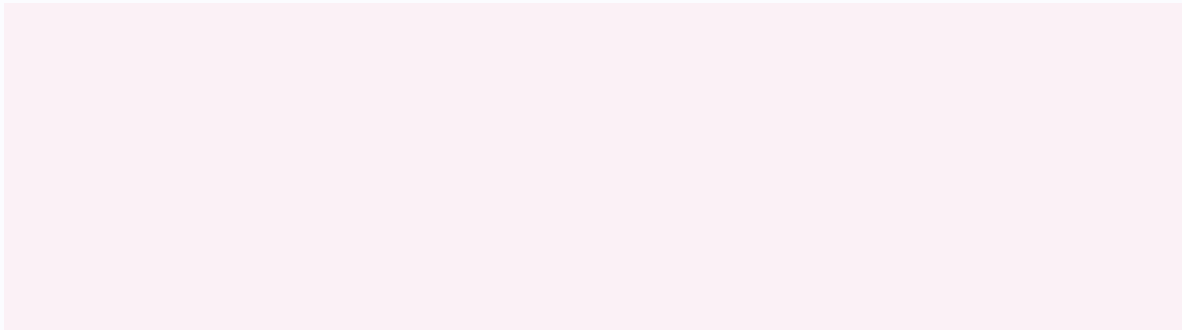
PLAY WITH TITLES AND SUBTITLES THAT SPEAK TO THE VERY REAL PROBLEM YOUR OFFER SOLVES FOR VERY REAL PEOPLE:

A large, empty rectangular box with a light pink background, intended for writing titles and subtitles.

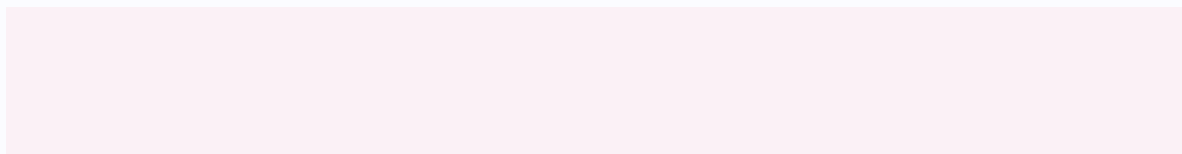
CONSIDER IMAGERY AND BRANDING ALIGNED WITH YOUR BIZ AND TARGET AUDIENCE:

A large, empty rectangular box with a light pink background, intended for imagery and branding.

3-5 KEY BENEFITS OF WHAT THEY'LL EXPERIENCE IF THEY GRAB IT NOW

A large, empty rectangular box with a light pink background, intended for listing key benefits.

DO YOU HAVE SOCIAL PROOF AND A CLEAR CALL TO ACTION

A large, empty rectangular box with a light pink background, intended for social proof and a clear call to action.

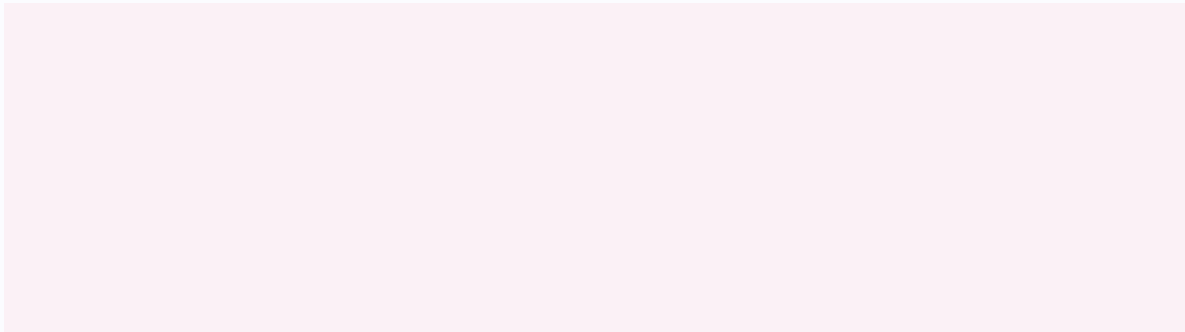


## *Step 4: Lead*

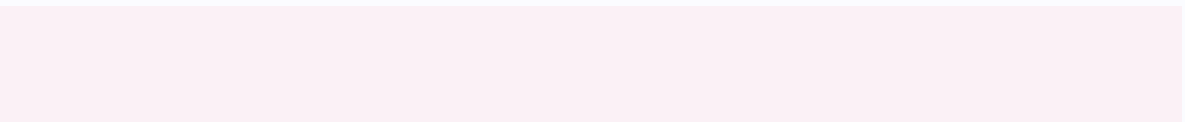
### *Spread the word ... everywhere*

Now it's time to brainstorm all the fun ways you can share more information about your free offer.

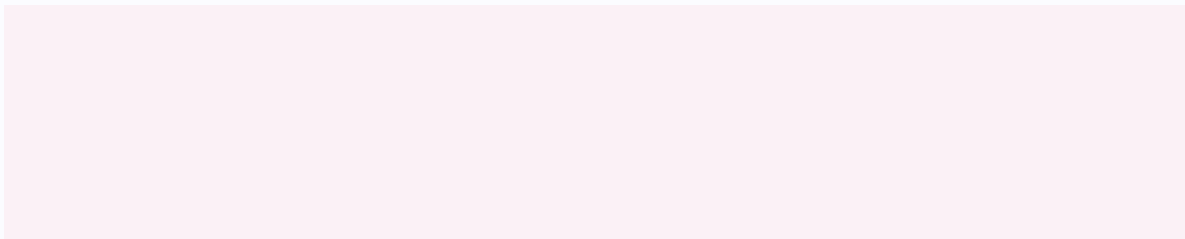
WHERE CAN YOU SHARE YOUR FREE OFFER (LINKEDIN POST, FACEBOOK, INSTAGRAM, BLOG ARTICLES, ON YOUR HOME PAGE, STRATEGIC PARTNERS, EMAIL LIST, ETC.)?



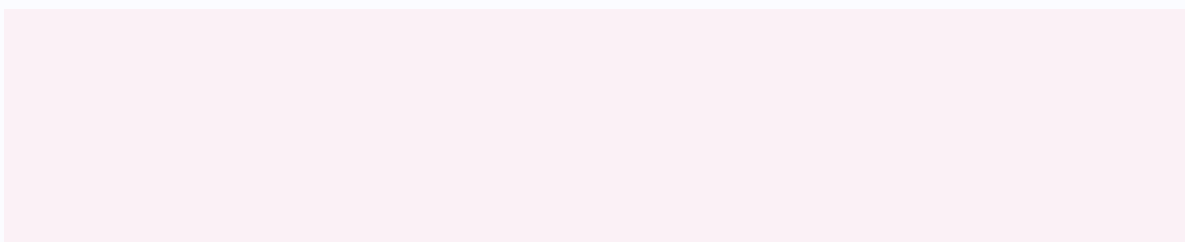
WHAT ARE YOU WILLING TO SPEND EACH MONTH OR QUARTER TO PROMOTE YOUR LEAD MAGNET?



DO YOU HAVE ANALYTICS TO MEASURE EFFECTIVENESS AND DETERMINE WHERE LEADS ARE COMING FROM?



DO YOU HAVE STRATEGIC PARTNERS OR PEERS WHO MIGHT BE WILLING TO SHARE YOUR LEAD MAGNET WITH THEIR CLIENTS OR AUDIENCE?

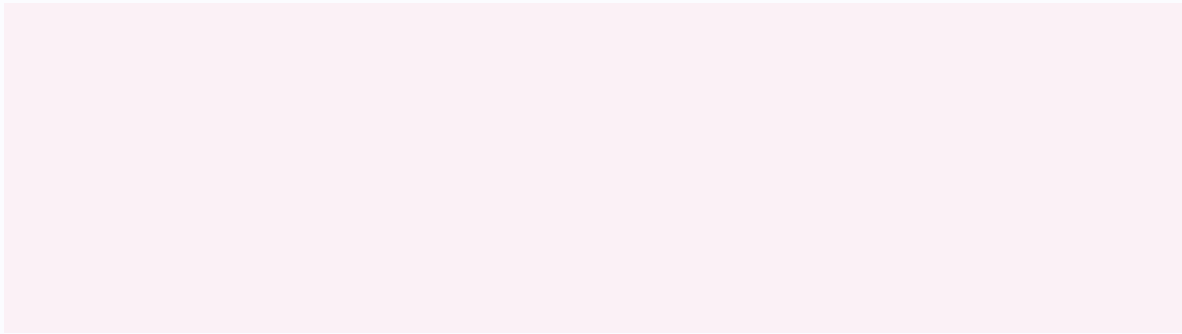


## *Step 5: Engage*

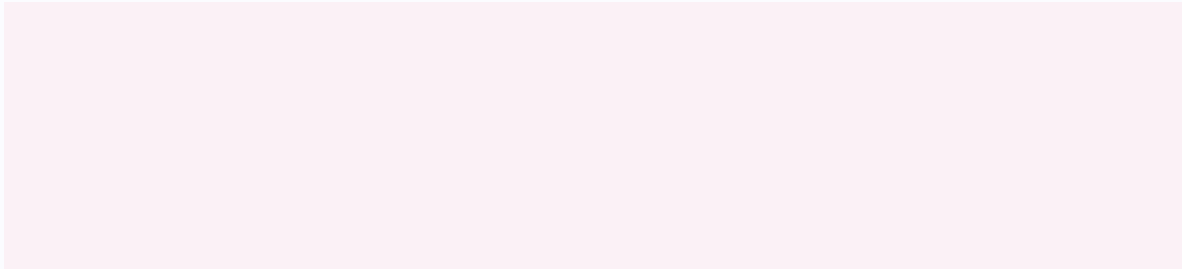
### *Nurturing a long-term relationship*

Let's focus on building real relationships with your new subscribers. Your emails should be personal in tone, like having a conversation over coffee. Ask questions, tell them a little about you, make a confession, etc. Just be you. Focus on sharing what you've learned regarding this problem and how to make it go away for your clients.

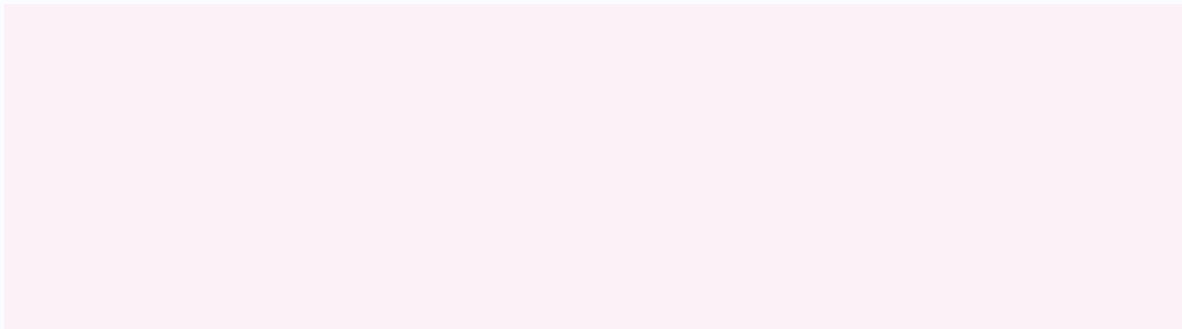
DO YOU ADDRESS COMMON CHALLENGES YOUR TARGET AUDIENCE FACES IN YOUR NURTURING EMAIL SERIES IN A PERSONAL WAY?



ARE THERE 2 OR 3 ADDITIONAL RESOURCEE YOU COULD OFFER TO HELP THEM SUCCEED FAST OR MAKE PROGRESS QUICKER?



IS YOUR FIRST PAID OFFER IN LINE WITH THE LEAD MAGNET - IS THE LEAD MAGNET THE FOUNDATIONAL BUILDING BLOCK TO NEXT STEP?

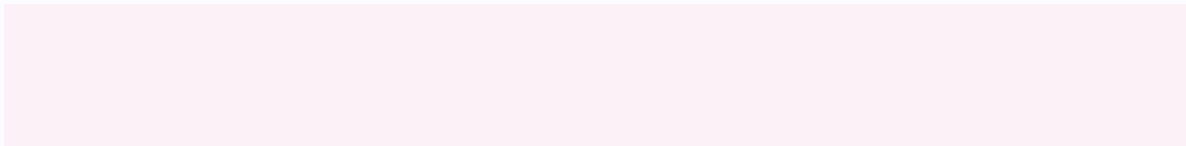


## *Step 6: Optimize*

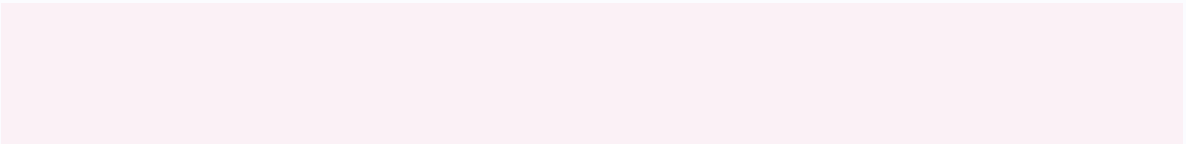
### *Test, track and tweak based on your results*

To understand where leads are coming from (channel, blog, ad), you need to set up Google Analytics to optimize results. It takes some testing and tweaking of both your posts, images and landing page before your lead magnet starts generating consistent and qualified leads.

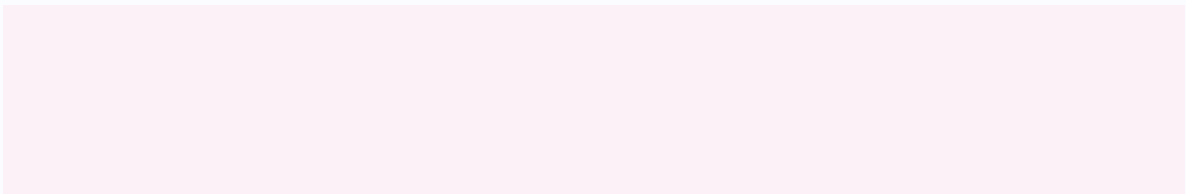
IS YOUR LEAD OFFER FUNNEL CONVERTING EFFECTIVELY?



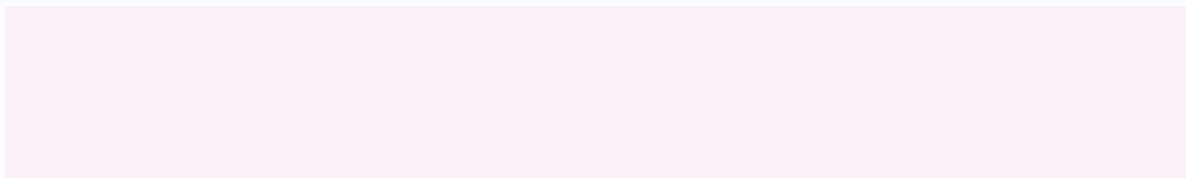
WHICH IMAGES AND/OR VIDEOS AND AD COPY ARE WORKING BEST?



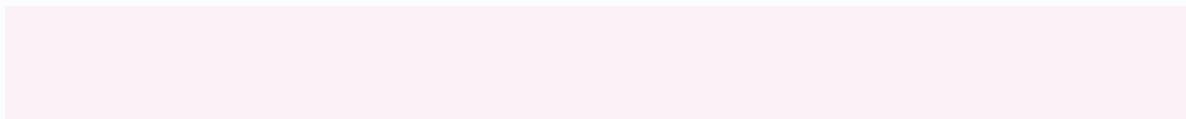
DO YOU NOTICE MORE QUALIFIED LEADS COMING FROM CERTAIN CHANNELS?



ARE LEADS OPENING AND CLICKING ON LINKS IN YOUR EMAILS? IF NOT, CAN YOU PLAY WITH SUBJECT LINES TO INCREASE THE LIKELIHOOD OF OPEN AND CLICK RATES?



ARE YOU COLLECTING FEEDBACK FROM PEOPLE WHO SUBSCRIBED TO YOUR FREE OFFER?



## *Need more help?*

As a business owner, I know personally just how difficult it can be to come up with a lead magnet that triggers the right kind of response from the right kind of people.

Even if creating content is not a problem for you, knowing what resonates with and supports the kind of clients you want to work with can be quite difficult to pinpoint!

After creating many lucrative lead magnets for a variety of businesses, from publishing companies and event companies to accounting firms, coaches and solopreneurs, I've learned what works and what to avoid when it comes to automating lead generation using lead magnets.

If you're struggling to come up with a valuable idea for your lucrative lead magnet, let's talk! During a 30-minute complimentary consult, I can provide some ideas you can explore to turn a part of your process or system into a valuable piece of content that attracts the right kind of people to you!

**You can schedule your complimentary consult by clicking right [here](#).**

Loving these free guides? Follow me on [Facebook](#) and [LinkedIn](#) where I share more tips and resources to help business owners grow faster and smarter!

Here's to your continued success!

*Kelly Stokes Brown*