

— Grow Your Email List —

Using Lead Magnets



WHAT IS A LEAD MAGNET?

We live in a day and age where most website visitors are immune to ads and pop up forms. The natural reaction is to click that little **x** without feeling any sort of regret because, in their mind, it offers little to no value. This is why marketers came up with the idea of offering lead magnets.

What is a Lead Magnet?

A lead magnet is a valuable incentive where you give people something for free in exchange for an email and permission to continue sending them more stuff.

Lead magnet freebies are typically in a PDF format located on your website so that the lead can bookmark and/or download it for future use.

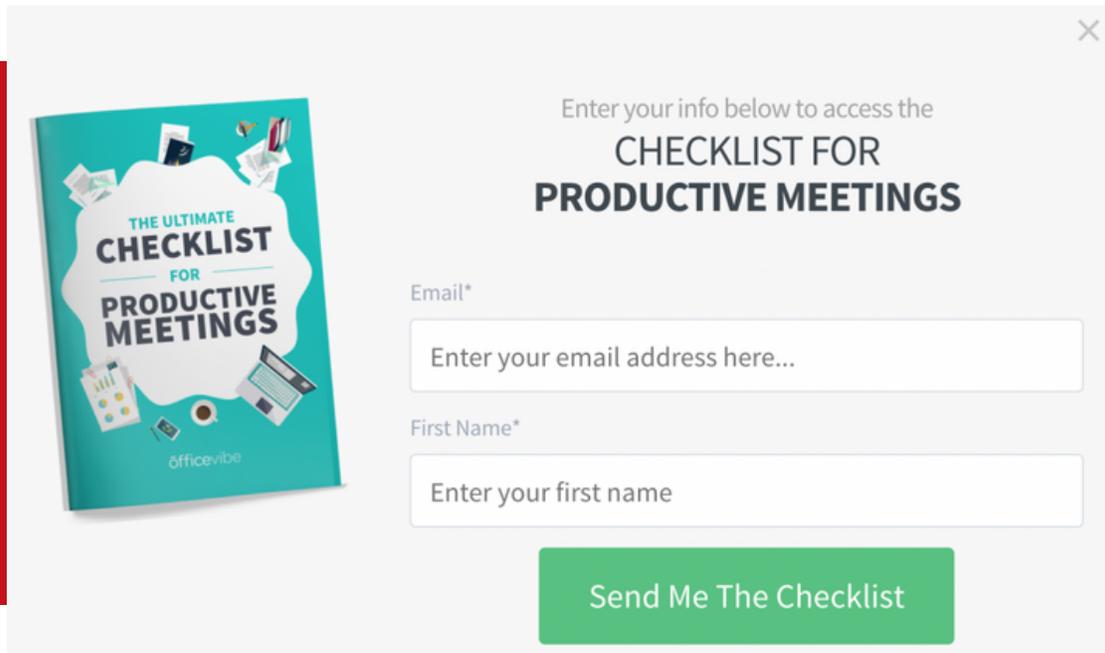
Not sure what to offer? Here are some examples of popular Lead Magnets:

- Cheatsheets
- Planners or Calendars
- Printables
- Infographics
- Checklists
- eBooks
- How-to Guides

Too many to list but you get the idea.

Now that you have a general understanding of what a lead magnet is, let's get started!

***Example of a lead magnet. After they add their name and email address, the download link is immediately displayed in another pop-up or page.**



Enter your info below to access the
**CHECKLIST FOR
PRODUCTIVE MEETINGS**

Email*

First Name*

Send Me The Checklist

THE FOUR ESSENTIAL INGREDIENTS



Let's focus on the 4 essential ingredients:

1. Provide Value. Make sure that it's something that your people are going to want!

Would your ideal customer or client pay for it? Even for 99 cents?

2. Solve a real problem.

Offer a solution to a problem they're experiencing in a short amount of time.

If you already have an email list made up of your ideal customer base, ask them what challenges they are facing, and see how you can offer a simple solution through your lead magnet.

Don't have an email list yet? Go to a Facebook group where your ideal people hang out and ask a survey question there.

3. Make sure your lead magnet relates to what you're selling.

Bring the client in by solving a problem with your lead magnet then link back to your primary product or service offerings to eventually convert them.

Example: Offering a free 30-minute workout routine for new moms and then promoting your online fitness program.

4. Provide a professional quality lead magnet.

This is where people make their biggest mistake! Avoid plain documents and spend the time to format your documents. Make sure to include your logo, website, brand colors, and copyright information on all pages of your document.

What should you do after creating a lead magnet?

Create a designated opt-in page!

Unfortunately, opt-in forms aren't enough. You'll want a designated landing page to send people to from your posts and social media ads. You've spent a lot of effort on your lead magnet, so it deserves the mini sales page treatment.

Need help creating your first landing page?

Visit <https://entrettek.com/entrettek-freebies/> and get your very own cheat sheet!

ONE LAST THING BEFORE YOU GO...

Are you serious about starting your own online business?

Have you ever wondered what it would be like to be your own boss?
Maybe you've already started?!

In any event, you might agree that building a business alone can be daunting.

But is it scarier than the uncertainties of working for someone else? Or being unemployed?! With layoffs and less job security than ever, now is the time to consider growing your own business.

Our company, EntreTEK, has been on a mission to help eliminate world poverty through entrepreneurship for more than 18 years and has served more than 15,000 entrepreneurs.

In fact, they recently launched a fast growing community called, The Entrepreneur Advantage for you to connect with other leaders, innovators, and like minded folks.

That community provides education, tools, resources, and world class support. In fact it has everything you need to be successful as a small business or entrepreneur including discounts to things like; social media marketing, search engine optimization, website development, consulting, and more!

So if you want to join millions of other's just like you who were able to get out of the rat race and build their own business, go to MeetWithET.com for a free consultation today.

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