



Convert the  
*Right*  
Audience for  
*You*  
*As Yet Unwritten*

# Lead Magnets



How many times have you been told to grow your subscribers by using a lead magnet?

If you aren't sure what a lead magnet is, you're reading one.

A lead magnet is a piece of content that you give a reader for free in exchange for their email address. This guide is going to help you

1. Differentiate a great lead magnet from a bad one
2. Give you ideas for how to create one for your audience
3. Teach you the 9 elements of an excellent lead magnet.

# The Wrong Kind

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The problem with lead magnets is you have to develop the right kind of lead magnet at the right time. This is a little tricky.

The wrong kind of lead magnet leads to subscribers on your email list who will never convert to customers or worse stop opening your newsletter and drag down your email list.

A great lead magnet prequalifies your audience for something that you wish to develop further e.g.

Say you're a food blogger a great content upgrade for you would be your family's secret sauce recipe while a lead magnet would be a step by step guide to making your \*brand name\* pancakes. This, in turn, could lead to you teaching cooking classes and both of these options lead to subscribers that align with your business.

Maybe you want to release a series of online courses but don't want to develop them unless you test your audience first. This is an excellent use of a lead magnet. You can create a mini version or cheat sheet version of what your course would cover and offer it as a lead magnet underneath a blog post that details a pain point your audience would have on this topic.

**Top tip - Your lead magnet should always align with your business goals and offers.**

Your lead magnet is usually found somewhere near the start of your customer's journey with you. It's the hook you use to be able to develop your relationship with them a little further.

# Having Trouble Coming Up With Lead Magnets?

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Try and work in reverse.

Pick a product you already have and map out three reasons why someone would purchase it.

Don't have a product to sell but not sure what type of lead magnet to create?

## **Ask yourself these questions:**

- What's the purpose of this lead magnet?
- What value will it give to your subscribers?
- What type of person will it serve?

e.g. a small business owner, blogger, mum, VA, writer

- Where does this lead magnet sit within your blog or business? Are these subscribers your ideal customers?
- How likely are they to do business with you?

E.g., if you're a copywriter and you create a lead magnet teaching small business owners the value of converting copy on their homepage.

You know that small business owners are more likely to hire you to help them with copy on their website. The lead magnet offers them initial value but also is an introduction to the services that you provide.

# How Unique Is Your Lead Magnet?

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This is the next question you need to ask yourself.

Seeing lots of lead magnets on the same topics indicates two things:

1. That there is a demand for this type of information

and

2. A smaller blog or business would have a hard time getting people to convert using a lead magnet without a unique viewpoint on this issue.

You want your lead magnet to be both looked for by an audience but different enough to everyone else that people will download it but also remember you.

# 9 Elements of an Excellent Lead Magnet

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1

## It's easily consumable

Make it skimmable, easy to read and mobile-friendly.

2

## It provides a quick win

Can your idea be implemented quickly?

3

## It teaches one thing and one thing only

You don't want to confuse your customer,  
Focus on solving just one problem.

4

## It leads your audience through a change

Every piece of content you create should focus on leading a person from A to B.

5

## Has a high perceived value

You want people to go through the hassle to give you their email, so make sure it's something that you know they are looking for.

# 9 Elements of an Excellent Lead Magnet

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**It addresses a pain point your audience already suffered.**

7

**It leads to existing or future products or services.**

8

**Deliver immediate gratification**

Your customer/audience must instantly think that your lead magnet has helped them. This equates positive emotions with you and your brand and helps them remember you in the future.

9

**Design**

This is usually forgotten, a great looking lead magnet is an important asset. Keep it simple with a clean design.

# Examples of Lead Magnets:

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- Webinars
- Quizzes
- Free Trials
- Coupons
- Training videos
- Templates
- Case Studies
- Mini-eBook
- Ultimate Guide
- Bonus Packs
- Checklists
- Workbooks
- Cheat Sheets
- Tool Kits
- Planners
- Printables
- Swipe Files
- Audio Files
- Email course



# Conclusion

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Takeaway tip - Remember that a bigger list isn't always worth it as the cost of maintaining it can be more than what you can earn from it. What you are looking for is a list of engaged subscribers who love your work and align with your business goals.

You can have both on your list as I do. I love to inspire other bloggers / small business owners, and only a portion of those would ever work with me. The emails that I get where little lightbulbs have gone off and helped people see a pain point from a different viewpoint has always made me feel better and usually lead to ideas for content creation.

# Thank You

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I hope you enjoyed reading my guide and that you had a lightbulb moment. If you have any questions, you can always reach out to me on [nadia@asyetunwritten.com](mailto:nadia@asyetunwritten.com). No upsell will come your way I promise.

You can also follow me down the rabbit hole of social media on Twitter and Instagram [@asyetunwritten](https://www.instagram.com/asyetunwritten).