



DianaLidstone

The Entrepreneur's G.P.S.

HOW TO CREATE A

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*Client Attracting
Lead Magnet*

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Introduction

For the first 3 years of my coaching business, I had a crummy lead magnet – but I had one! I knew it was important to have one to offer some value rather than just having an opt-in that said – Join my newsletter!

Today no one wants another newsletter or blog! They want something of value – something that's going to solve a problem for them.

With social media, live streaming and Facebook ads, promoting your email newsletter with 'free tips' a couple of times isn't powerful enough to consistently grow an email list of qualified dream prospects!

TRUTH BOMB The success of your business is directly related to the size and relationship you have with your email list.

Hence, I wish I had spent more time growing my email list. Statistically, it has been proven that an email list of 1000 great contacts can easily generate \$100K annually – after all, you have to have someone to sell your programs to!

Despite the fact that people often don't read EVERY email, it is still the best tool to earn trust, build rapport and support whether you have a brick & mortar business or run an online program.

It doesn't matter if you're a real estate agent, HR consultant or health coach – the success of your business is related to the size & relationship you have with your email list!

So.... let's build one – step by step – that your ideal clients will want immediately!

A lead magnet, freebie, opt-in incentive, content upgrade, free gift, freemium – whatever you call it – you need one for your business.

Here's what you need to know about creating your first (or your next) highly converting lead magnet!

Step 1: CHOOSE THE ONE SPECIFIC RESULT YOUR AUDIENCE WANTS

Have you ever surveyed your audience before? Do you know what they truly want (not need)?

Lead magnets should solve ONE of your dream clients core problems, speak directly to their pain points or directly answer a question you know your audience struggles with.

Of course, the problem you solve in the lead magnet MUST be related to your solution. i.e. 5 Marketing Mistakes that keep small business owners from growing their businesses.

Must have elements

1. Solve a single problem – urgent but small

Should not be a process and should not try to solve multiple problems

- **Not so good:** Introduction to EFT Tapping
- **Better:** A Simple 5-Minute Stress Reduction Technique (that's the topic)

2. Feel relevant

Should be something that they know they want (not need)

- **Not so good:** Improve your relationships by loving yourself
- **Better:** #1 critical element to attract & keep your soulmate (curiosity)

3. Provide a quick win

Something they can DO in 5-10 minutes

- **Not so good:** A 21-day plan for better sleep (seems too long – lack commitment)
- **Better:** 5 Things you can do now to start improving your sleep

4. Be congruent (with your paid offer)

This might not be obvious to your client immediately.

- **Not so good:** How to reduce stress (if your paid offer is weight loss)
- **Better:** 5 great treats (that aren't cheating)

5. Be short

Be consumed in 10-20 minutes whether a pdf, video or quiz.

- **Not so good:** 80 page ebook
- **Better:** 10 page guide

6. Be entertaining, informative, well written

Should be your best work – even if its short.

COME UP WITH at least 3 different topic ideas for your lead magnet!

1

2

3

Step 2: CREATE THE CONTENT

Once you know WHAT problem you're solving, then it's time to create the actual content people will receive in exchange for providing their email address. This is when you write the e-book, create the challenge, record the video, etc.

It should be easy to follow and ACTIONABLE. Remember your dream client is looking for a solution to their problem and you want to give that to them so this isn't the time to go deep into complex scientific topics!

Your Client-Attracting Lead Magnet should be short enough to consume in much less than an hour.

Here are some things to consider when creating the content and for the promotion of your content.

COPY: choose your copy carefully to give a sense of urgency & relevance

Some examples of power phrases are things like

- Grab this FREE (X)
- Limited time offer
- Let's get started

If the content is too generic or broad, your audience simply won't see the value in it. It's good to emphasize that your resource will push your dream client towards the results they are seeking.

HEADLINE: use a compelling, attention grabbing headline that taps into your audience's pain points.

EXAMPLES:

"Sick of struggling with menopausal belly fat? Grab my 3 no-diet nutrition tips that help reset your hormones and will kick your fat-burning into high gear!"

FREE! Ultimate Online Business Bundle

Proven strategies to create the success you crave.

BUTTON – Yes I want it!

Sugary snacks got your number? Don't let that siren call from the break room derail you.

Get my free guide to healthy snacking at the office (no deprivation needed)

*Ready to ditch the diet for good?
Join my email list for weekly tips & tricks that will get you lasting results.*

BUTTON: Count me in!

DESIGN: use your brand colors, and other branding elements for contrast and accentuation to make your CTA stand out against your other copy.

Just because the resource is given away for free, doesn't mean it should LOOK free. Be sure to use eye-catching images and nice graphics (I love Canva or Pic Monkey) to create the perception of actual monetary value in the mind of your potential client.

Remember – under-promise and over-deliver!

Step 3: FORMAT IT

Ideally - no more than 8 – 10 pages.

SECTION 1 – TITLE

6 kinds of Title Formats that work!

1. How to _____ (benefit statement)

EXAMPLE: How to build your email list: 31 ideas that attract ideal clients & make them want to opt-in.

2. Mistakes & Secrets (or myths)

EXAMPLE: 5 _____ Mistakes that even _____ (target market) make that keep them from (result) _____.

5 website mistakes that even smart coaches make that keep them from attracting all the clients they want.

3 secrets that professional women (target market) need to know to (achieve a result) get promoted

3. Checklist –to keep them from missing critical elements

- 7 Tips to _____
- 27 Ways to _____
- 10 Must dos for a (desired outcome)

4. Template/Cheat Sheet

- Elevator speech template for coaches
- 3 Freebie Templates that work for coaches & consultants

5. Branded Strategy Session – diagnostic value i.e. assessment

- Optimal Health Assessment
- Biz Acceleration Session

6. Quiz – more advanced (different kinds of scoring)

Entertaining & informative i.e.

- Is the Keto Plan right for you? Take the quiz
- What's your business archetype? Take the quiz

Create 3 different titles for your chosen Lead Magnet?

1

2

3

SECTION 2 – State the PROBLEM

Why the problem exists Explain briefly WHY it exists

Why it's important to solve ... Explain briefly WHY it's important to solve it NOW

Bookkeepers have traditionally priced their services by the hour; however, this has led to price comparisons; price lowering and making it difficult for them to build a profitable business

SECTION 3 – Pages 2-7

Each on a separate page

- Why this is a mistake – identify external & Internal problems
- What is an empathetic statement you can include
- Agitate the problem
- The solution in a step by step plan or a list of tips (each of these tips either shows the value of your product or service, or gives customers information to overcome the problem)
- Client story that overcame this problem
- Metaphors/analogies

SECTION 4 – Page 8 CTA & your BIO (perhaps a photo)

CTA is not usually to a paid offer but AN INVITATION to some type of Discovery Session i.e. mine happens to be a Growth Strategy Session.

Step 4: CREATE A DEDICATED OPT-IN PAGE ON YOUR WEBSITE

An opt-in page is dedicated to ONE purpose where you're going to:

- Send social media followers to
- Send people from your free talks and workshops to
- Send people from a blog post to
- Send people from Facebook activity to

REMEMBER: the goal of the lead magnet is to get a new subscriber = potential client.

There are many different platforms you can use to create a lead magnet opt-in page. You can use software such as LeadPages or Clickfunnels but when you are just starting out you can even use a new page on your website with a web form.

The opt-in page is the page that you integrate with your email marketing system to collect an email in exchange for the content.

Your page also has a very specific URL. You promote it every time you give free talks, on the homepage of your website, your blogs, social media and Facebook.

You are sending people to this dedicated opt-in page that has one purpose ONLY – to gain your dream client's contact information and build your email list.

BTW – if you don't have a website yet – Create the lead magnet and put it in a google-drive document you can send them or in Dropbox!!

Step 5: CALL TO ACTION

Ensure you have a really clear CTA with an easy to spot button that they click and enter their information. (Red buttons have the best conversion rates!)

When they hit the big bold SIGN UP button – then what happens?

This isn't where it ends though. It's actually only the beginning because now the email marketing begins!

Once your dream client is on your email list – this is when you begin to cultivate that relationship. You show up consistently, providing more valuable content, and over time you invite them into transformation (i.e. you sell them into your program).

Be sure that you're not hard-selling your lead magnet when you do introduce it though – because that probably won't feel good to you, and it certainly won't feel good to your dream client.

Step 6: WRITE THE 'THANK YOU' PAGE

Once people have filled out the form to get your freebie, it's only polite to say thank you. Often letting them know how long it will take for the freebie to arrive is appropriate. It's also another touchpoint.

Could you give them another call to action? Could you remind them to book a complimentary Discovery Call with you?

Step 7: WRITE AN EFFECTIVE NURTURE EMAIL SERIES

An email nurture/cultivate campaign guides your customer to further know-like-trust you.

1. position your brand as the guide
2. remind people of the problem you solve
3. offer value and create a sense of reciprocity
4. remind people you exist

Step 8: PROMOTE, PROMOTE, PROMOTE

So now that you have written a Lead Magnet That Converts, how the heck do you use it to actually grow your email list?

Good question ... with something that I like to call 'rinse & repeat' social media posts.

It's our responsibility as coaches & consultants to make sure that everyone who needs our help knows about us – otherwise, we are letting them down. The best way to get your message out into the world is to share it!

Here are some easy ways to do that:

1. Promote your lead magnet on social media.
2. Create blogs that are framed around the niche you want to work with and include a CTA to subscribe to your Lead Magnet that Converts.
3. Create rinse & repeat social media posts that promote your lead magnet 24/7.
4. Promote your lead magnet everywhere – back of your business card, at the end of FB lives; videos, talks, etc.

Summary:

1. Choose the ONE specific result you want to give your subscribers
2. Create your Client-Attracting Lead Magnet content
3. Format your lead magnet
4. Create your dedicated opt-in page (or get some help to do this)
5. Identify your specific CTA
6. Write a Thank You Page
7. Write your nurture campaign
8. Promote, Promote, Promote



Meet Diana

For 35 years, Diana Lidstone has been a business owner and worked globally with small business owners who are tired of doing the 'marketing hustle'.

An international speaker and best-selling author of 'Shift into Rich: Navigate the 9 Roadblocks to small business success'. Diana is the creator of "The Marketing Proficiency Effect™.

If you're ready to get more clients today from your marketing, you need Diana Lidstone's Marketing Trifecta™ – a proven 3-step system that will have clients lining up to work with you!

Diana can often be found walking her dog and drinking champagne (not at the same time)!

Want to learn more – book your complimentary Marketing Acceleration Session [here!](#)