

Creating My Ideal Lead Magnet

A workbook provided by FinallyLeads.com

This is for use with the webinar **How to Create or Adapt Your Lead Magnet to Quickly Attract & Activate Web Design Clients**. Please do not share.

Identify The Problem

Ultimately we want to provide a bandaid as an email magnet. But will it work?

What Will Your Potential Clients Download?

Where Do They Gather

- Industry or general business associations
- Facebook Groups
- IG Hashtags (#webdesignerlife)
- Memberships
- Coaching Groups / Masterminds

Discover The Big Problems and/or Frustrations

- Invite them out for coffee
- Conduct a survey
- Ask inside a group where they gather
- Search in groups "frustrated" "how do you" "website" "marketing" "advertising" "looking for a recommendation"
- Call or text them
- Speak at a gathering of them and do a survey after
- _____
- _____
- _____

What do I ask them?

- If I could solve one problem for you regarding your website/marketing, what would it be and why?
- If I asked 10 other "GROUP IDENTIFIER" what their biggest challenge was regarding their website/marketing, what would they say?
- If I found a marketing genie in a bottle and it granted you three wishes but you had to use them for your marketing, what would you wish for?

A Few Pitfalls to Avoid

Unless your target audience is eCommerce shop owners or the like, you probably won't find a lot of people asking about SEO, speed optimization, best fonts for a website, etc.

Keep Track

Use the rest of this page to keep track of your discoveries:

Patterns

After you have a list made, look for recurring themes and write them here:

1. _____
2. _____
3. _____

Identify A Bandaid

Give away the bandaid, sell the cure.

What's a Quick, Easy, and Logical Win?

I Will Help With The Problem By

- Teaching a skill
- Providing a step-by-step guide
- Giving away a template
- Providing a free report
- _____

What's the Best Format?

- Video
- Audio
- Written
- _____

Creation Ideas

Let's Create Quickly

You could reinvent the wheel. But make sure this isn't coming from a place of pride.

Instead, you could:

- Buy a lead magnet someone else is having success with
- Hire a professional copywriter to create one
- Create an "Experts Guide"
- Use what you already have
- _____

Batch Produce Social

Schedule a two-hour time block away from your normal work environment. Preferably someplace without Wifi.

Create AS MANY social media posts as you can in these two hours.

When you are done. Schedule your next production day about a week before you are going to run out of content from this production sprint.

Batch Produce Email Subject Lines

Schedule a two-hour time block away from your normal work environment. Preferably WITH Wifi so you can access ChatGPT

Use This ChatGPT Prompt

I'm about to ask you to write 4 email subject lines. These subject lines will need to lead to a high open rate. Please ask me up to 10 questions about the email recipients that will help you create the best email subject lines. Also, ask me an additional 10 questions about the email content that you need to know to help me.

After you have your prompts ask ChatGPT to write four subject lines for your first problem/solution row.

Give feedback until you are satisfied with the four subject lines.

Now use this prompt:

I'm going to ask you to write 4 new email subject lines. They are for the same audience but the content is different. Please ask me 10 questions about the content that will help you write subject lines for the same audience we just wrote for.

Create AS MANY email subject lines as you can in these two hours.

When you are done. Schedule your next production day about a week before you are going to run out of content from this production sprint.

Batch Produce Emails

Schedule a 2-hour time block for the last week of each month to write the emails for the following month. Use the subject lines as your writing prompts. You can use ChatGPT, but I prefer not to. Instead, use personal stories.

My Email Copywriting Formula

ME - I open the email with a personal story.

WE - I connect this story to a common problem the collective “we” has.

AUTHORITY - I bring in proof of the effectiveness of the solution/tip/idea. Could be a case study, testimonial, research study, etc.

PRIORITY - Here I close out with a priority call to action or I simply highlight the importance of addressing the issue with the tip/solution I providing.

Go Further, Faster

Enroll Into The Lead Factory

www.howtogetmorewebdesignclients.com

Enrollment is only available a couple of times a year.

What's Inside The Lead Factory?

The Lead Factory is designed to take you from frustrated, stressed, and confused about lead generation to confident and successful with new high-quality leads coming in regularly and predictable.

How? Our Success Path!

There are five stages to The Lead Factory:

1. **Lead Organizer** - Get ready to maximize every new opportunity.
2. **Lead Engineer** - Go even further in creating your ideal lead magnet with feedback, welcome emails, and more.
3. **Lead Marketer** - Learn one new lead gen strategy per month with all the resources you need to launch it quickly.
4. **Lead Analyzer** - Evaluate and iterate your lead magnet and lead gen strategies to improve performance.
5. **Lead Executive** - Because of your growth, begin to hire others to handle different phases of your lead gen multiplying your results at an exponential rate.

Learn More or Join The Wait List if Enrollment is Closed:

www.howtogetmorewebdesignclients.com

Questions?

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