

Module 2

Lesson 5: Lead Magnets

Welcome to lesson 5 and in this lesson we're going to be talking about lead magnets. Now I wish it was a really big magnet that you could actually get all the leads you want but it's not. It sounds like a lead magnet but lead magnets are actually how to attract your ideal client to you. We don't want everybody. We just want really, really want good quality clients. Now what is a lead magnet? You know let's learn about what lead magnets are and what they do for the business and absolutely how to create and deploy them because you want to put them to application. So what are the 3 key learnings that you're about to learn:

1. How to attract your client? Why because there's some other people out there that we don't want everybody. We want to make sure that we attract ideal client to you that's ready to buy, ready to make sure that they're happy with you stuff and most importantly, ready to pay you money in exchange for the goods or services
2. I'm going to talk to you about that at an excellent value. Why? Because in the lead magnet you want to make sure that there's value. You don't want to do something tacky that people aren't into or they don't see any real value in there. You want to make sure that it's of excellent value.
3. Make sure that you get and create at response. So what does the client do next after they've consumed your lead magnet? What are they going to do next? What's their next follow through? How are they going to get in touch with them? How are you going to see them? What do they need to do as their call to action within the lead magnet itself and then afterwards.

Now let's start it: what is a lead magnet? I'm going to give you a little bit of technical term so before I said to you that it's kind of getting a lead magnet in exchange for information. But here's kind of a technical definition so you get the best of both worlds. Lead magnet is an irresistible offer or a specific chunk of value to a prospect in exchange for their contact information. Now here's the goal for it, the goal is to make sure that it maximizes the number of targeted leads that you're getting for that offer. And by the way, it's the first step in the engagement sales funnel process, in other words this is the first step when people go 'that business looks interesting' seems like that's what I need. It seems like yes I'm happy to go forward with what that offer is and hey you know what it is? Write this down - old school. It's the try before you buy. That's exactly what a lead magnet does. It brings people in so they can get to start to know you, love you like you trust you to begin that process. Now on this slide you're going to check this out - see this is not a lead magnet. Having something that just subscribe to our newsletter is not probably going to evoke any type of reaction, it's not a major level of value because newsletters I mean 15-20 years ago may be newsletters were really cool but now they're a bit eeh. And let me ask you this question, if you had to watch a video or read an entire newsletter which one are you going to subscribe to? Probably the video right because it's quicker, faster, time is money and we don't have any time. That's how consumerism is today. Number 2 as an example it's got buy 1 and get the 2nd one 50% off on all full price items. Now I don't know about you but if you're in retail nobody ever buys anything at full price hardly anymore anyway. It's always going to be some type of value discount or value offer or value ad in that space. So things are different now. So do you see once again, it's cool but you got to pay first to get some value later and to be honest, there's not a lot of things that I need 2 of exactly the same. Now if it's one and I get something else I'd go 'okay maybe but full price items it's a bit of a catch there and it feels a bit weird.' And then number 3 spend a thousand more on shipping and then the shipping is on us. It's cool if you've got a lot of bulk product that you're shipping and maybe it's a lot more expensive to ship, if not if it's something small you got to spend a thousand even before you get that. Have you noticed that lots of companies around the world eBay, zappos, tons of different stores on ebay and zappos a whole of different other retailers actually paying for shipping themselves and they include that in the cost. Why? Because they know it's another hurdle for somebody not to buy something. So do you see for a lead magnet 'hey free shipping for this stuff' is a really, really good lead magnet.

The lead magnet needs to be:

1. It needs to be an irresistible offer and in these item you're seeing on the slide. You could see first one as an example - if you need help with Facebook. Maybe looking at ads you want to create this is by some friends who

are digital marketer and guess what it's called the ultimate Facebook ad template library. So you're getting all of these different template libraries like templates and headlines to do ads and to understand them and if you're somebody that wants that, do you see how that having that product is perfectly aligned with you if that's what you're after and it's of value. It's not what saying 'one headline' it's saying that it's a template library. So if you want to download that by giving them your details in exchange for a detail. If you download that, guess what you're going to get massive amounts of value just from that. Now the 2nd one as an example is information on how you can grow and feed a family of 4 in just 4 square space even if you don't have a yard. So if you have somebody as an example you know that has got an apartment and you want to grow food for your family, you want to grow vegetables, flowers and all the rest of stuff for yourself and you've got a small backyard or you live in an apartment well guess what this is perfect! And they're going to give you a whole lot of information just on that so you could use that to your advantage. So once again it's an irresistible offer of good value. And next one, this is an example of one of our shows. We're saying come to a free half day event get tickets for that, there's only 50 that come to the event and it's limited, it's half-day you get a workbook, you get a whole ton of stuff and guess what it's of good value. You don't have to pay just come to it it's great 5 hours worth of information and you're going to love it!

2. So we had irresistible offer, step 1. Step 2 is value. If an example is this slide, what we're talking about is software so if you want to create proposals this is a software that you can check out. You can do it in a minute, man it's good value it's for free. In exchange for your information. That's a great thing. There's a marketing grade or a quiz so a quiz is an excellent lead magnet as well. You can go hey test your skill set out like this and also get x. Once again it's of good value.
3. I mean podcast, the reason why podcast is so awesome in value in exchange for information for people to opt-in their name and email details or a phone number as an example. Guess what? It's good information, good education so regardless of the business you're in I highly recommend that. I highly suggest that having a podcast is an excellent lead magnet whether you're in the business to business space or business to consumer. Either or they're very successful.

Now step 3 is to create a response and let me give you an example. So in this slide, we're talking about 1. A real estate buyer's guide. So as an example if you're brand new to real estate and you really want to know a little bit more about how to buy real estate, what to look out for, what the pitfalls are, how to understand, how to negotiate with a real estate agent as an example or vendor or whatever it may be having something like a guide could be the 5 steps that you really need to know when buying your new property. What a great buyer's guide! I've used this with real estate agents and we said for people selling real estate the 5 things you need to know when choosing real estate agent and I can't tell you how successful that campaign was of having just a little guide. It was just like this big, 10 pages type. People loved it. We increased our sale by over 300% in literally under 90 days. It was absolutely amazing. Another one could be something that's going to make them evoke a reaction will take action. Another one would be as an example would be a free consultation if you're a consultant value that \$100, \$200, \$300 whatever it may be. You can actually do that or you can actually have that to give you a free quote with all of these stuff or here's our quote or you can get a quote guide and you can go from there so that's another one. Another one as an example could be a gift card. So you can say here enjoy a free gift card you can use this. And by the way, you don't want to do a gift card for a dollar or 5% off. You want to maybe go hey it's a \$200 gift card as an example. If you want to sell lounge suites as an example and do \$2,000, \$3,000 or \$4,000 having a \$200 gift card is absolutely no-brainer. That's awesome. You're definitely going to attract people into that because it's of good value and create a response. That's the most important part when you're designing a lead magnet. So here's your homework, I want you to start and think about 2 or 3 lead magnets that you can do. You got to make sure it's going to have an irresistible offer, what's going to add a massive amount of value and what's going to evoke a response. Get to it, I'm going to get you to put on together because you're going to post it in so we can check it. Make sure you're on the right track, you're good to go.

Here are the lesson takeaways:

1. Research what attracts your ideal clients as a lead magnet. It's really important. Ask your existing client what would they like to see if they're going to buy another product from you or maybe you've already used it what is worth to attracting to you, just ask them. Really cool. If you don't have clients don't sweat it. Put it up on social media and just say hey out of these 3 which one would you guys think it's going to be good or which one would you maybe get attracted to out of these 3 offers? You can use Facebook on that, social media, Instagram, you can easily do it on there.
2. It's not a science, guess what you need to test, test, test so create at least 3 to 5 online and offline lead magnets. Same thing you can use an offline lead magnet as an example, you go to a networking event. You say hey, would you like to come in to our clinic? Have maybe a head, neck or shoulder massage for 15-20 minutes on us see if you like us, then if you're happy you can go for it. That's an excellent lead magnet. Another lead magnet offline if you've got a retail store let's say in hospitality you can add sample plates, tester plates, tester samples plates, any of that type of stuff that you can absolutely use so it's not just online, it's also offline. Sound good?
3. Make sure that the offer is irresistible and of good value. Remember, if this is free how great will the product or service be if this is what they're offering me just to come and start to connect with the business, how much better is it going to be when I start to engage with them and go forward.

Now we've also created a really cool template and download for you. So make sure you go in and fill in your google forms. Make sure you go and check out the templates, download that. It's going to give you a step by step guide so you can start to create those lead magnet. Cool? The stronger the magnet, guess what, the more leads you're going to attract yourself. So make sure you spend a little bit of time with it and rock it. Right? Now if you need help, ask@nickpsaila.com or the Facebook page.

Now I need to also congratulate you for achieving awesomeness by finishing this module and I'm hoping that you've had achieve something if you train this little bad boy up here to make sure that every time you finished something it gets rewarded and you know what, it will start to do amazing things for you. That's the way it works. Any who congratulations, I'm really happy for you and I thank you for being part of our tribe. Alright until next time. Have an amazing one and I'll see you on the other side.