Module 3
Lesson 2: Implement Your Lead Magnet

Welcome to module 3, lesson 2. We're talking about lead generation activities. I love this. Why? Because lead gen equal sales, money in the bank, happy customer. Win, win, win. All the way round. So let's talk about implementing a lead magnet. What I want you to get from this is understanding how to deploy lead magnets that you've created. Remember it's not a space shuttle launch. So don't spend all of your, I know some businesses that have taken 3 months, 6 months, 9 months to do a single lead magnet because I want to make sure that's perfect. I want to make sure that it's awesome and then guess what, sometimes it goes *pfft* and fails. You know what, i'll let you in a little secret sometimes the more time we spend on it making it look beautiful the worst it actually does. You only need to just get it out there, get it out to market. Write this down for me - speed to market is critical for any lead magnet. Let's get on to it. Let's get moving. Let's get cracking. Good, good, good. Alright now here's a lead magnet checklist that you can go through. So you know in one of the other modules I spoke to you about the different ways that you can connect with your target audience using maybe online or offline. So what I've done with this is a similar kind of table for you to go through it. So here's an example. I've gone what's a lead magnet type? So a lead magnet type may be that I'm using something like Facebook, that I'm going to post it up on Facebook because that's the type of lead magnet where you use an online platform use Facebook. Now, here's the checklist. Have I checked, completed the headline? Have I done the call to action? Have I designed all of the imagery? Is the ad set ready? Maybe not so I've put a little cross against that. Maybe have I designed the capture page or the opt-in after that? Have I designed the data capture that I need to do? Could be excel for you or could be your CRM. Chris spoke about CRMs as well. It depends on where you're at in your business and what you've got in place. So do you see a simple tick or cross against this actually gets it ready. So another one would be something like a letterbox flyer. Well is the headline completed? Yes. Is the call to action on there? No. We definitely got to put a call to action. You know the number one failure when it comes to letterbox flyers? Most people don't tell you what to do next on the letterbox flyer right itself or they just waffle on about this stuff or there's about 500 different messages that you're trying to read through it and you can't understand it. Remember, one message, one method, one market. Cool?

Now the next one would be have I designed the imagery for it? Tick. Is there an ad set? Obviously no because it's a letterbox drop, I don't need that. Have I got data capture ready? You want to be able to say to somebody if you put something into a letterbox, let's say pamphlet, whatever it may be or booklet, whatever it may be. Excuse me madam or sir, where did you hear from us so that we can track. Actually yeah I got this flyer in my letterbox. Good way to do it right? And you can have a look at the rest SMS, email you get the drift. You've already seen this. I want you to make sure that you use a checklist depending on when your implementing and what type of lead magnet they use make sure that you use a checklist. I get it, it feels like it's been more work but hey I'd rather do that and see you spend money and make mistakes where it could have been avoided. I can tell you we're really full on about checklist. We got to make sure that we're good with that. Now remember you can download this, it's there for you, you're good to go. Actually, in the previous session, remember I said you're good with the downloads. This is the checklist, you can actually combine these 2 together. Cool, cool. This is a bit of a short one but I thought I'd let you know. As usual you know where to reach us. Now let me tell you what's happening on our next session. Next session we're going to be talking about networking. The do's, the dont's and the must's. So most importantly, we're going to show you how you can network like a professional. Sounds good? I love networking. Maybe you got the gist of that. I love talking and I love hanging out with you. Thank you for being awesome. Cool, cool. I'll see you on the next one.