

## Lead Magnet Process

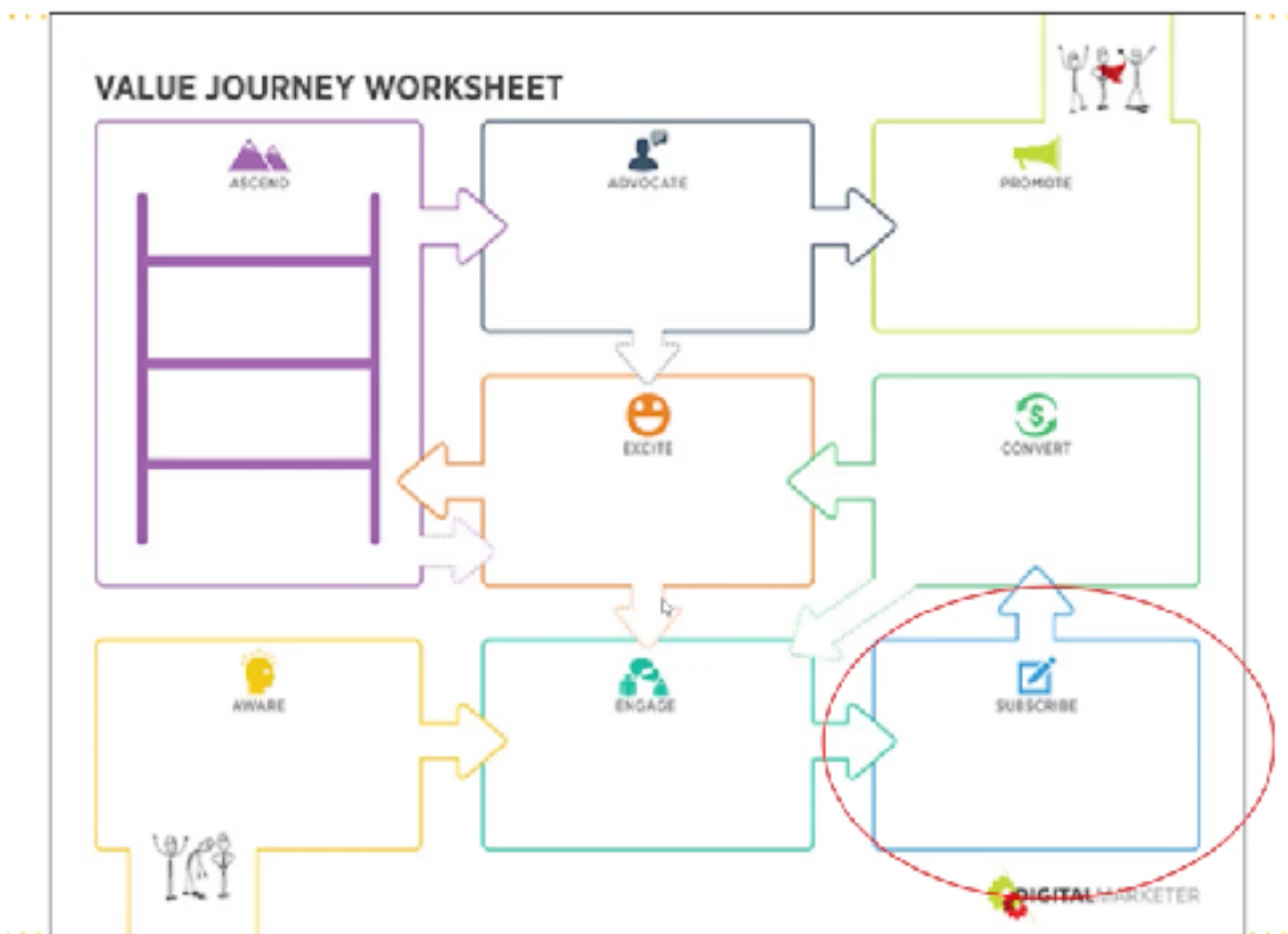
This cheat sheet will help you build a lead magnet in less than an hour. For more help and ideas for your website see [www.firstimpressions.ie](http://www.firstimpressions.ie)

**Why have a lead magnet on a website?:** A website with a lead magnet will generate more leads and help build a list of qualified prospects who you know have an interest in the core offer.

**Definition:** An opt-in bribe that will allow visitors to a website to receive a valuable piece of information in exchange for their data.

**What this is:** This sheet will show you how to define and create a lead magnet in less than an hour.

This process is the conversion section in the Customer Value Journey:



Once we have collected data we can then build on that relationship to get the prospect to the conversion stage, ie spend time or money with the business.

## Let's get started!

***Remember, to begin with: "If your headline doesn't attract, neither will your lead magnet"***

1. Identify the core offer and who the lead magnet goes to - what is the end result or core conversion. Eg. To sell a website, to sell monthly membership programme etc. To help with this use the customer avatar and before and after grid process.
2. IMPORTANT: We want to write about things that people are searching for. We want proof of what they are interested in.
3. Lead Magnet Headline research - tools to find out what are people searching, buying, watching, sharing about this topic.
4. Put ourselves in prospects shoes and ask the question about the pain point. Use this tool <https://answerthepublic.com> (you only get three free goes a day) it helps generate questions that are searched for in Google then create a headline document. Use simple terms like "sell fitness programme"
5. Go to google and type in the sentence. Take the top 3/4 results

## Create A FrankenStein Headline - Using Your List of Researched Headlines

	A
1	Google
2	15 Real Estate Resources That Will Help You Sell More Homes in 2017
3	How to sell more real estate with great listing descriptions - Inman
4	10 Ways To Generate More Real Estate Business - Inman
5	35 Easy & Effective Real Estate Marketing Ideas   WordStream
6	YouTube
7	Inside Secrets of a Real Estate Agent
8	Selling More Real Estate with Empowering Questions
9	15 steps to selling any house in 7 days or less
10	9 Tips For Real Estate Agents To Sell More Now - Real Estate Agent Training
11	Amazon
12	Explosive Sales Growth in Real Estate: Generate More Leads, Take More Listings, and Build a Six-Figure Income
13	Success with Listings: How to Find, Secure and Sell More Listings
14	The Art Of Wholesaling Properties: How to Buy and Sell Real Estate without Cash or Credit
15	BuzzSumo
16	How to sell more real estate with great listing descriptions
17	How To Sell More Homes As A New Real Estate Agent
18	How to Have More Realistic Pricing Expectations When Selling a Home - RealtyBizNews: Real Estate News

9. Do a mix and match of the headlines - brainstorm/Frankenstein them to get something that works - create 3 that you like best (remember you will need to get the lead magnet written too).
10. Is the headline the three things?
  - A. Specific?
  - B. Single pain killer-solves the avatars problem?
  - C. Rapid consumption, not too long to consume and take value?
11. Avoid e-book, 30 day guide, anything that is a major time commitment, easy impulse “yes” - **Remember** the **Customer Value Journey** - it’s like going away for the weekend on a first date.
12. Headline score test - 65 headline score minimum using this website <https://coschedule.com/headline-analyzer> - keep reworking the headlines until we get a score of 65.
13. Ask the question that the lead magnet answers to Google. Take the articles and save them for later. Think what a prospect avatar would ask in Google to receive the lead magnet.

**Set up a document like this to compose your content: ->**

Headline
Introduction
Lead Magnet Content
Transitional CTA to Core Offer
About Company

16. Write the copy using the resources you identified - don’t steal, rewrite, paraphrase, use references where necessary. If you need help writing the copy you can hire a copy writer on [www.upwork.com](http://www.upwork.com)
17. Build the design yourself easily with [www.canva.com](http://www.canva.com) or get a designer from [www.upwork.com](http://www.upwork.com) to help you.
18. Remember to use references if you have used content from anywhere else.
19. Design the graphic for the website as well as the lead magnet itself.

## Now what?

If you are going to have a lead magnet you'll need to think about the following:

1. Where is the traffic coming from?
2. What do you put the leads?
3. How do you follow up with them?

To find out more about this process check out our website or get in touch with our team to see how we can help you.

[www.firstimpressions.ie](http://www.firstimpressions.ie)

