



How To Create A Short Course Lead Magnet Cheat Sheet

Full article at:

<http://www.marketingforowners.com/create-short-course-lead-magnet/>

1. Remember The Sole Purpose Of Your Website!

- To **collect your visitors' email addresses**
- Why? So that you can **market to them again and again**
- Remember the 5Ps – Permission (the third 'P')

2. Why Make A Free Short Course?

- Build your **credibility** by **sharing your knowledge**
- **Builds trust:** You become the 'Go To' Guy or Gal

3. Types Of Course:

- The **free version** of your course:
- The **premium version** of your course

4. What Should Your Course Be About?

- What do you know about in your field of expertise?
- What does **your ideal customer** want to know about?
- What do your customers ask you time and time again?
- What sells the best?
- Use your **keyword research** for course topic ideas too
- See what other people are offering and put your own personal spin on it:

5. How To Structure And Deliver Your Course

- **Step 1:** Have you learned anything new in the past two years?
- **Step 2:** How were these delivered?
- **Step 3:** How long was each one?
- **Step 4:** What did you **like and dislike** about the delivery and length of each?
- **Step 5:** Use what you've gleaned in the previous steps to choose the format and style of your free course.
- Assure you will keep their email private and won't spam them

6. Use A Proper Email Service

- Automates the email marketing process for you
- Automates the 'unsubscribe' process