



## Quick Guide

### How To Research & Create Enticing Lead Magnets

Full article:

<http://www.marketingforowners.com/sheer-magnetism-researching-creating-want-lead-magnets/>

#### 1. How To Choose Your Topics

Use the following resources for your research:

- ⊕ Social media
- ⊕ LinkedIn Groups
- ⊕ Forums and Message Boards
- ⊕ Survey your customers

#### 2. Get Specific

Zero in on a topic that will resonate with a **specific niche** of your audience

#### 3. Funnel Up

Meet them in the early **steps of their 'buying' journey**:

- ⊕ What are their **priorities when they aren't ready to buy yet?**
- ⊕ What is their mind set?

Create a lead magnet that targets that mindset and need / desire.

#### 4. Don't Over-Think Or Overdo It

- ⊕ **Have fun** creating your lead magnet
- ⊕ **Don't spend more than a week** on creating it

#### 5. Watch Your Analytics

- ⊕ Monitor:
  - How many people sign up
  - How many open the emails they get from you
  - How many actually click the download button



## 6. Don't Forget The Button!

- ⊕ “Click here now!” is *not* the best you can do for your button copy
- ⊕ Try to be creative about the content they are going to get. For example:
  - “Click here to get your tilling tips!”
  - “Watch How-To Video Now!”
  - "Send Me My Copy Now!"

## 7. Suggested Magnet Types

- ⊕ Downloadable PDF eBooks
- ⊕ Online video course
- ⊕ Infographic
- ⊕ Printable Calendar
- ⊕ Checklists
- ⊕ Time Management Tips
- ⊕ Free Consultation
- ⊕ Coupons
- ⊕ Free Membership Site
- ⊕ Quiz or Poll
- ⊕ Free Webinar