

How To Create A Lead Magnet

Your lead magnet should include three main points:

1. What do you have?
2. What's there for them?
3. What is the next step?

- **First, what's a lead magnet?**

It is a bribe in a form of PDF, Video, Audio, Ebook or Report...

It is a piece of valuable information that your target market is craving. Something they want, something they need, to be able to move to that next level in their life, in their business or whatever they are after.

- **Why do you want to use a lead magnet?**

You will be able to capture their email address and then you will help them to get some results, they will start trusting you and come back for more and more. And from visitors they will turn to subscribers from subscribers into your buyers and customers.

- **What makes a good lead magnet?**

A good lead magnet is something that gets the attention of your visitors. Something that addresses their biggest fears, problems, challenges or aspirations & wants. An answer to their questions.

- **Search your Target market.**

You are going to research your market and find out:

Where are they hanging out and what do they need, want, what are their frustrations, aspirations, their problems, fears, struggles...

Five Research Tips to find out what your target market wants.

1. Use Social Media search Twitter, Facebook, LinkedIn for the leaders in your niche. Follow them and engage in conversation that will lead you to your answers. Pay attention to the questions they have and how can you help them.

2. Go to YouTube and look for the most viewed videos from the leaders in your niche. Read the comments and pay special attention to the questions they ask.

3. Research Amazon reviews, they can tell you all sorts of information about why people bought a book or product, what was it that they were looking for and if they found it or not.

4. Find the forums and blogs in your niche, look for the most popular articles and conversations they have.

5. The fastest way to find out what your visitors want is to put yourself in their shoes. Try to jump into their skin for few minutes and see their problems, their struggles and their fear.

When you are there ask yourself; How do I feel?

What is it that I want the most right now?

When you see their problems, when you feel their pain you will come from a different perspective, you will speak their language.

And that will help you to create an irresistible lead magnet.

****Take 10 minutes with each of the "5 Research Tips", making plenty of notes about ideas for what problems you can solve or questions you can answer for your audience.**

By the end of the 50 minutes research, you should have at least few different ideas for how you can help them.

When you have a pretty good idea what they want the most, you are going to create your irresistible lead magnet.

Examples

"FREE Video Reveals 5 Easy Steps To A Great Cake."

"FREE Report Reveals The Top 10 Foods that will keep your energy up."

"FREE PDF Reveals The Top 5 Secrets That Will Help You Lose Weight Fast, Stay In Shape & Boost Your Energy Level!"

Tools to create a PDF

PDF or Ebook in Microsoft Word, PowerPoint or Google Documents.

Just write your content and when you finish, hit the "Save as" button and choose to "Save as" - PDF.

Video

For quick tips or motivational videos you can use any camera, your Phone or YouTube.

If the video is going to be a tutorial that requires capturing your screen you can use:

ScreenFlow for Mac (all the videos from these training series are made

with ScreenFlow on Mac)

Camtasia for Windows

Screencast-o-matic.com for Mac & Windows (they have free & paid version)

YouTube - you can record yourself, or you can create a video from picture slides.

To take the screenshots you can download 'Jing' - free tool

For Mac, you can just use shift+command+4 and drag to capture part of your screen.

Pick the one that you feel the most comfortable using and it's available to you right now and start playing with it.

Recourses

[Funnelizer Take 10 days trial](#) You will get full access to all the tools for 10 days if you don't like it you can cancel & they will even give you the \$10 back, if you like it you can stay with monthly plan or annual plan & you get 2 months free.

[Autoresponder one month free](#)

[Google Docs](#) To create PDF- FREE Gift

['Jing' - free tool](#) Free Tool to Capture your Screen

Get creative and have fun!