



**Crafting A
Profitable
Lead Magnet
In 3 Easy
Steps
Workbook**

A lead magnet is simply something that you give to your audience for free in exchange for them performing an action such as giving you their email address and sometimes other information too. Your main goal of providing a lead magnet from your perspective is to get them on your email list. But, it's important to think about your audience's goals too.

Competition is fierce today so it's more important than ever that you provide a lead magnet that really resonates with your audience in a way that makes them put aside the fact that they need to provide their email to get it. Smart consumers today know and expect that you will market to them once you get their email address so that gives them pause. If you want to overcome that, you need to offer a lead magnet that is second to none and solves a specific problem for them.

1 - Planning Your Lead Magnet

Your Lead Magnet Must Be:

- Quickly Consumable
- Action Oriented
- Solves a Problem in a Notable Way
- Relevant to Your Audience
- Instantly Available
- Free

Who is Your Audience

- Look at Your Metrics - Who's visiting your site?
- Watch Your Competition – Identify at least three top competitors:
 - _____
 - _____
 - _____
- Develop a Detailed Customer Profile or Avatar:
 - _____
 - _____
 - _____
 - _____
- Build Relationships with Your Customers:
 - Facebook Groups
 - Live Events
 - Emails
 - Other:
 - _____
 - _____
- Monitor Questions, Comments and Other Engagement for Feedback
- Conduct Surveys for Direct Feedback
- What problems do they face?
 - What are their complaints:
 - _____
 - _____
 - What Products Are Your Competitors Offering:
 - _____
 - _____

○ Ask the Right Questions

○ _____

○ _____

○ What Are the Most Common Things About Your Audience?

○ _____

○ _____

○ What Happens if the Problem Isn't Solved?

○ _____

○ _____

What Solutions Can You Provide

Now that you know your audiences most common problems, how can you provide the solution?

Match your skill set with your audience's needs:

- _____
- _____
- _____
- _____
- _____

What format will work best for your audience (Audio, Video, PDF, etc)?

- _____
- _____
- _____
- _____
- _____

Can you repurpose something you already have?

- _____
- _____
- _____
- _____
- _____

Do you have PLR you can use?

- _____
- _____
- _____
- _____
- _____

How will you deliver your lead magnet?

- _____
- _____
- _____
- _____
- _____

2 - Creating Your Lead Magnet

Create an outline to keep yourself on track:

Choose a Topic:

- _____
- _____
- _____
- _____

Know your Goal. What pain points will it solve?

- _____
- _____
- _____
- _____

Gather Supporting Materials:

- _____
- _____
- _____
- _____

Order Your Main Topics & Subtopics:

- _____
- _____
- _____
- _____

Develop 2 to 3 points for Each Topic & Subtopic:

- _____
- _____
- _____
- _____

Write the Conclusion:

- _____
- _____
- _____
- _____

Create an Introduction Now That You Know What's Included:

- _____
- _____
- _____
- _____

Edit, Format and Finalize It!

3 - Monetize Your Lead Magnet

Now it's time to monetize the lead magnet after you add your branding and any necessary disclaimers:

- Get Them on Your List to Make Future Offers
- Create a Resources Page With Your Affiliate Links
- Create a Download/Thank You Page that Includes an Upsell
- In-Content Offers Within Your eBook or Short Report
- Offers in Transcripts of Video or Audio Files
- For Video & Audio Magnets, Offer a Downloadable PDF with it that includes the Clickable Links

Launch Your Lead Magnet

Once you're sure that the technology works it's time to launch your lead magnet. Promote your lead magnet as you would promote any other product you're proud to offer your audience using:

- Social Media
- Advertising
- Affiliates
- On Your Site
- In Email
- Your Community
- Live Events

Once You Start Getting Traffic:

- Check Your Metrics: Is it Working?
- Make Improvements
- Repeat

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About the Authors

Tracy Roberts & Susanne Myers are best friends that- after many years of working separate websites alongside each other – finally decided to combine their skills to create a Private Label Rights business that allows them run a business that supports their lifestyles.

When you put the two of them together you get a powerhouse with over 16years of experience in writing, marketing & customer service. And that's what makes PiggyMakesBank.com one of the best PLR sites available to you today.



