



**Focus on the
right
audience:
Don't try to
appeal to the
masses.
Instead, be
laser focused
on your ideal
customer.
Speak
directly to
them.**

YOU KNOW HOW _____(1)

WANTS TO _____(2)

WELL, I HELP _____(3)

_____ (4)

SO THEY CAN _____(5)



**#1 - HOW DO YOU DESCRIBE
YOUR IDEAL CUSTOMER?**

#2 YOUR CUSTOMER'S GOAL

**#3 - WHAT CHARACTERISTICS DO THEY
HAVE?**

#4 - WHAT YOU PROVIDE?

#5 THE DESIRED RESULT



- **What goals do they have?**
- **Where are they stuck?**
- **What problems are they experiencing?**
- **What needs do they have?**
- **What dreams or desires do they have?**
- **What keeps them up at night?**

EXAMPLE:

You know how nonprofit leaders want to raise more money?

Well, I help start up and stuck nonprofits find the tools and develop the confidence to bring in more funds so they can fulfill their mission and actually enjoy the process.



EXAMPLE:

You know how many middle-aged women feel stuck between health warnings and failed diets?

They want to lose weight and prevent diabetes without shame or extremes.

I help them build a sustainable approach to eating that actually works day to day so they can feel confident and in control again.





WORKBOOK:

**Ideal Audience
Positioning
Statement**

MAIN THINGS TO LOOK FOR IN AN E-MAIL PROVIDER:

- **Autoresponder**
- **Landing page options**
- **Ability to integrate with other apps (like Thrive for pop ups)**
- **Cost**
- **What you plan to do with it**

- **Convertkit**
- **Constant Contact**
- **Mailchimp**
- **MailerLite**
 - **Free up to 1000 customers**
 - **Drag & drop editor**
 - **Email automation builder**
 - **Websites**
 - **10 landing pages**
 - **Comparative reporting**
 - **Signup forms & pop-ups**

How To Create a MailerLite Account

Verify Your Email Domain (where you're going to be sending emails from

Authenticate Your Domain

Importing Subscribers

Creating a Custom Domain (Growing Business Or Advanced)

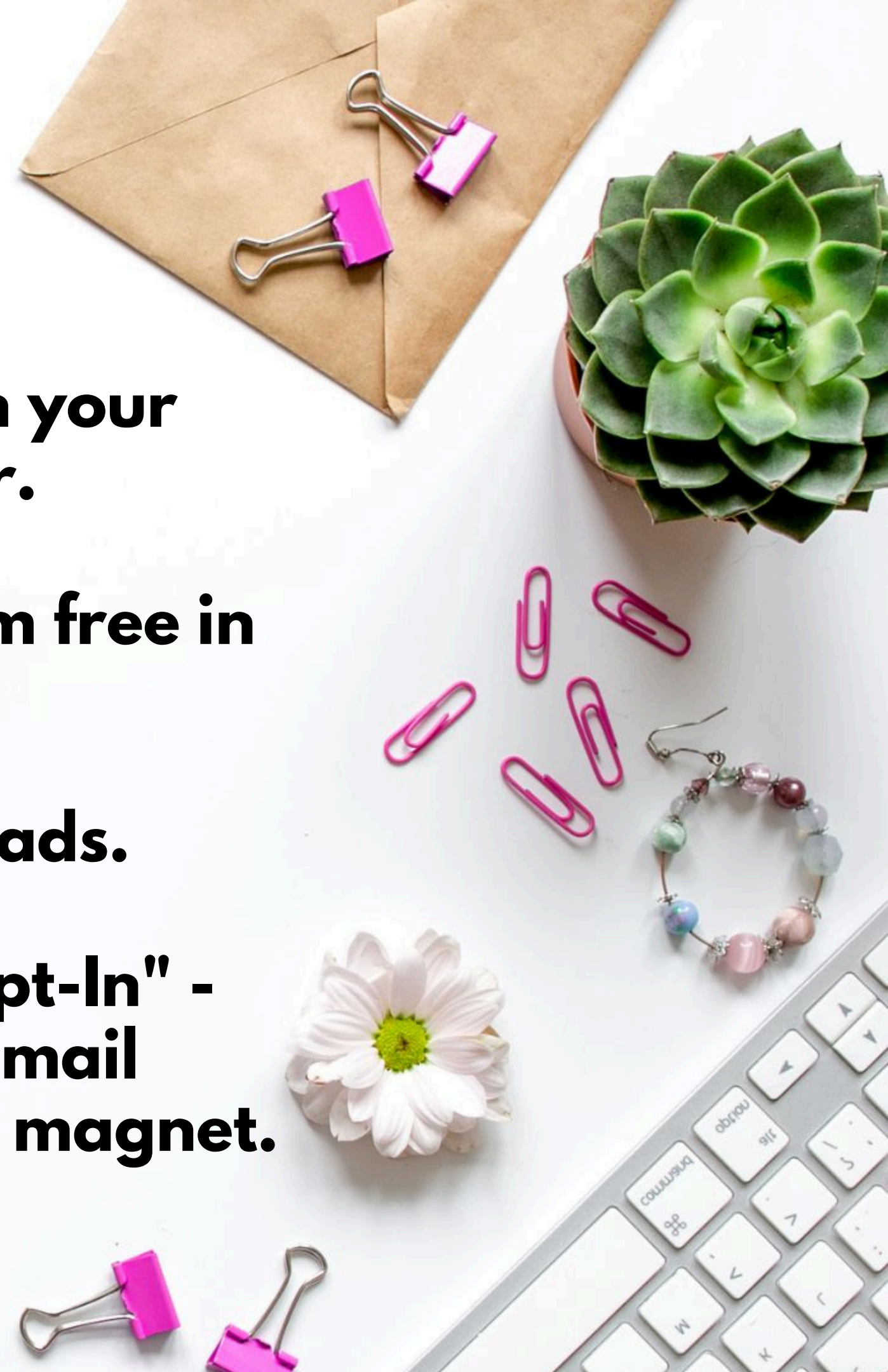
WHAT IS A LEAD MAGNET?

A lead magnet is the first handshake with your audience member/potential customer.

It is something of value that you give to them free in exchange for their email address.

Just like it sounds - it is an attractor of leads.

This is often used interchangeably with "Opt-In" - since someone has to opt in (with their email address) to be on your list and get your lead magnet.



DECIDING ON YOUR FIRST LEAD MAGNET

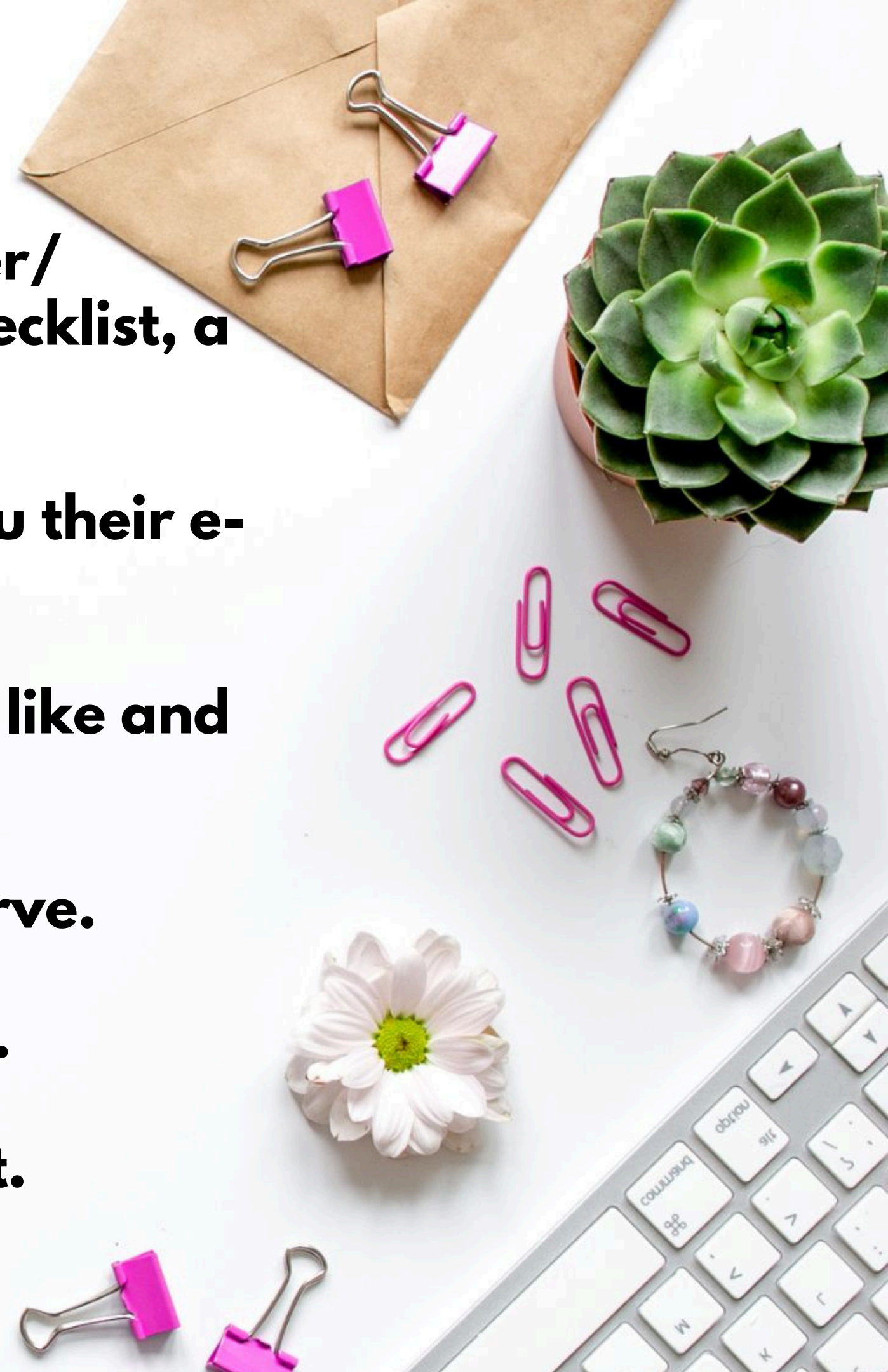
Your Lead Magnet needs to be something specific that provides value at the point your ideal customer is on their journey.

- ✓ **Irresistible**
- ✓ **Immense Value**
- ✓ **Right Topic**
- ✓ **Right Point in the Journey**



A FEW TIPS:

- **Look for something that your ideal reader/customer would like as a next step: a guide, a checklist, a cheat sheet, a mini training.**
- **Make it something that is worth them giving you their e-mail address for (it is still an exchange).**
- **Give them a quick win. Help them get to know, like and trust you.**
- **This is your opportunity to serve, serve, serve.**
 - **Talk about the why in your free content.**
 - **Talk about the how in your paid content.**

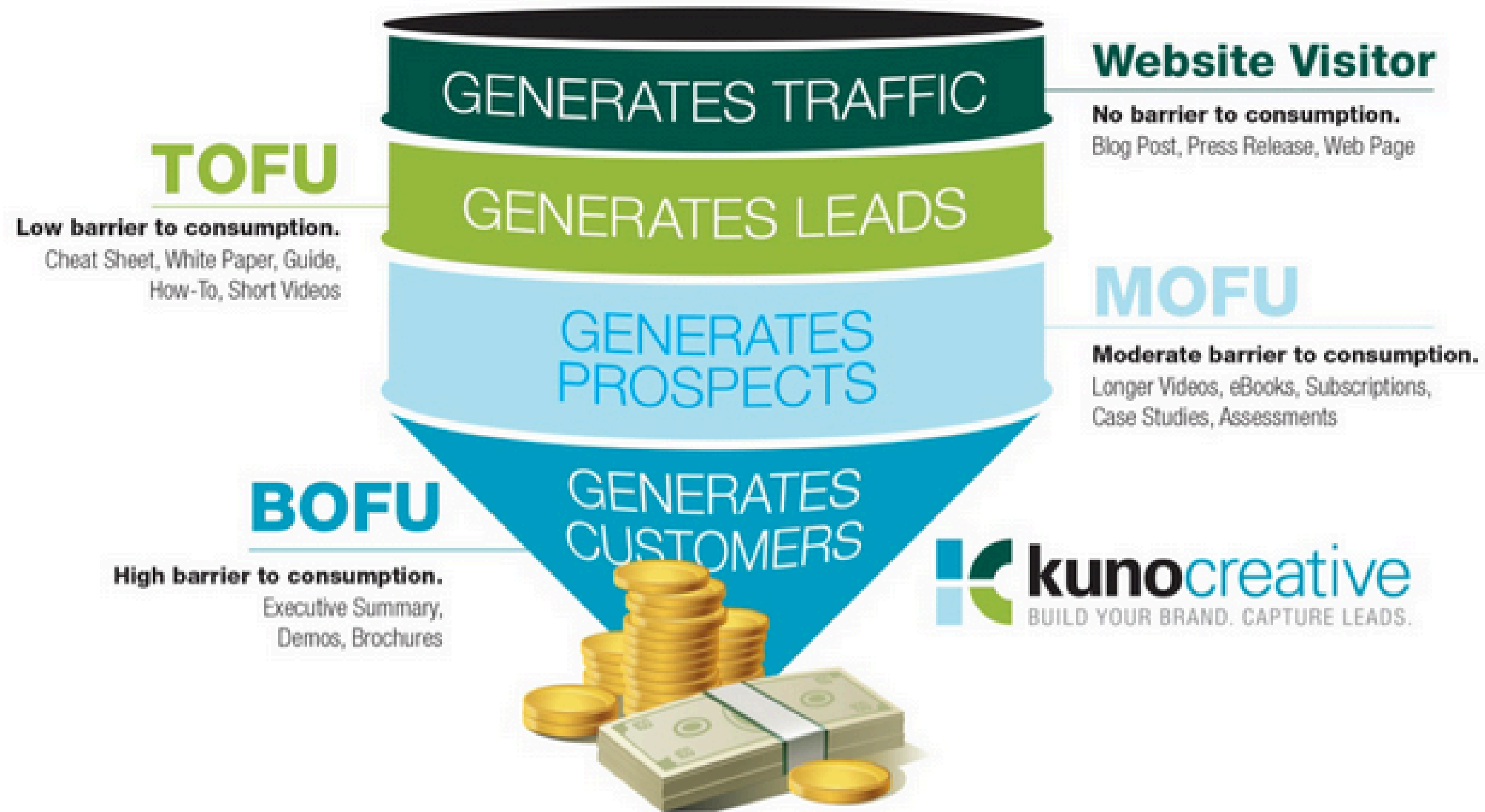


A GOOD LEAD MAGNET:

- **Saves your ideal customer time**
- **Makes your ideal customer money**
 - **Teaches them something new**
- **Brings them joy (confidence, calm, inspiration, motivation)**



CONTENT MARKETING SALES FUNNEL



Lead Magnet Ideas

Quiz

Cheat sheets

Templates

Swipe files

Examples

Case Studies

Scripts

Toolkits

Resource list

Calendar

Plan/planner

Blueprint

Worksheet

Workbook

Printable

Inspirational file

Text prompts

Spreadsheets

Recipes

Tutorials

ebooks

Info graphic

Transcripts

Tuide

Industry report

Video

Audio file

Meditation

Webinars

Course

Sample chapter of book

Free coaching session

Discovery session

PDF of blog

Round up - Best advice

Survey

Coupon / discount

Quote collection

Mock ups

FB group

Pinterest group board

Challenge

Waiting list

Free shipping

Early bird access

Free quote

Free samples

Gated Content

Free Trial



A FEW IDEAS:

- 3 things you need to know to _____.
- 5 questions to ask yourself to determine if _____ is for you.
- 3 things you can do right now to immediately improve your _____.
- The essential checklist to _____.
- 5 Easy Steps To _____.
- The secret behind _____.
- What no one told you about _____.
- The ultimate guide to _____.
- The template to help you _____.





OPT-IN TO A FEW IN YOUR NICHE

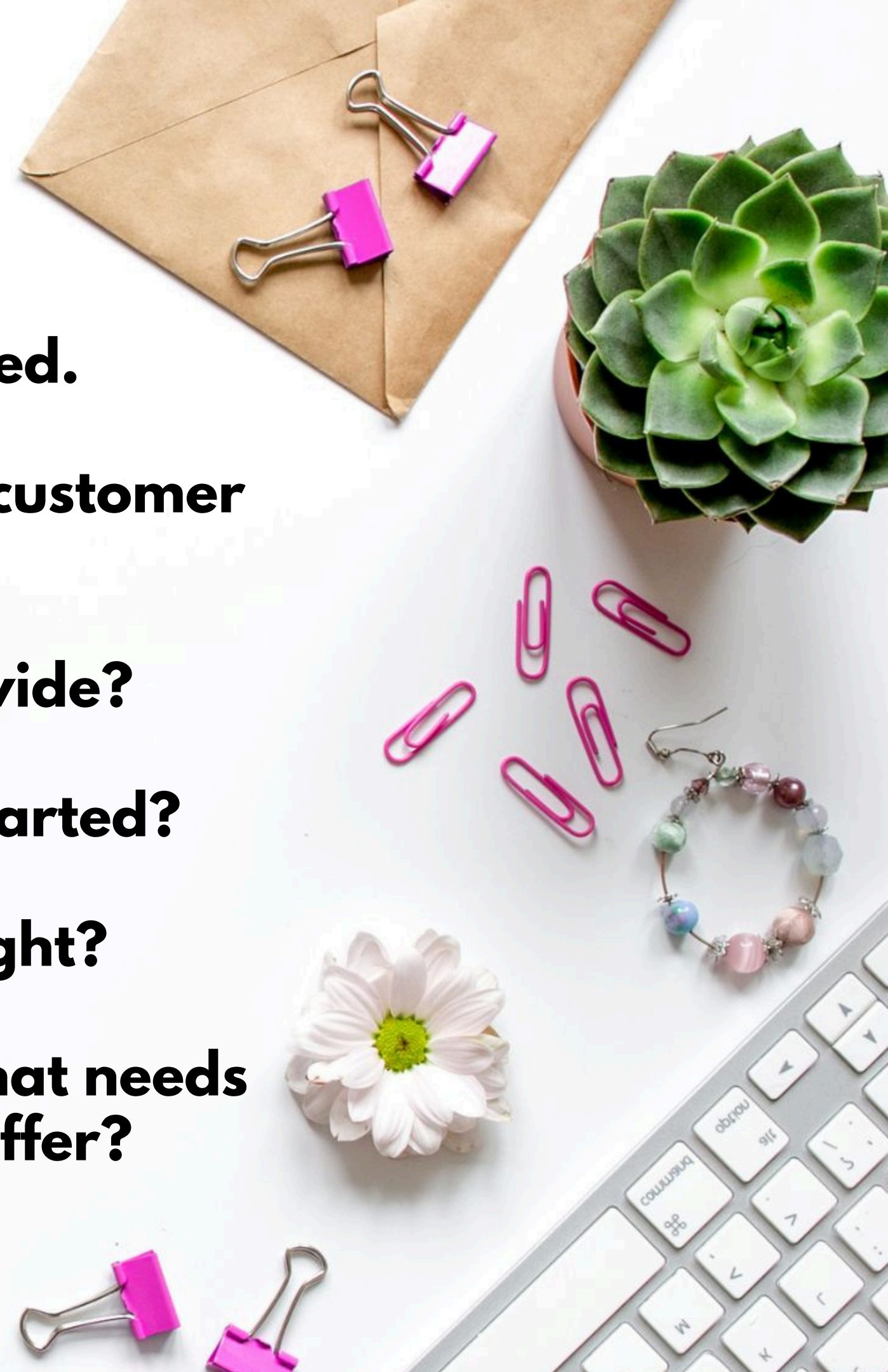
What did you like?

What did you not like?

what felt like real value?

HOW TO COME UP WITH YOUR OWN IDEA:

- Think of some questions you are often asked.
- What are some questions you know your ideal customer should be asking?
 - What is the first step in the solution you provide?
 - What do you wish you knew when you got started?
 - What's keeping my ideal customer up at night?
- What mindset shift can I create for them and what needs to click in their mind to want more of what I offer?



AI CAN HELP:

Prompt: I need a lead magnet topic.

**Here are some insights about who I'm trying to attract:
[insert characteristics and demographics of your ideal
customer].**

My area of expertise is [insert area of expertise].

**Here are some questions people ask me all the time [insert
questions].**

**Based on this, what are some compelling lead magnet topics
I could explore?**

