

LEAD MAGNET LAUNCHPAD Session 7

- **Getting Your Opt-In In Front of Your Ideal Audience**



PLACE IT ON YOUR WEBSITE

In the sidebar

In the footer

Prominent above the fold opt-in

Hello Bar

Customize your 404 pages

**About page, testimonials page, products &
services page**

On individual blog posts as a content upgrade

**On thank you pages of other opt-ins you may
have**

Resource page

Write a blog post about your opt-in and post it

Make it a Pop Up or Slide In



LIFESCORE ASSESSMENT

Set Goals Where You Need Them *Most.*

To design a picture-perfect year, you need goals in different areas of life. Receive instant clarity on what areas of your life need improvement with the Full Focus LifeScore™ Assessment.

GET YOUR LIFESCORE



Prioritize clarity and accountability.

As a leader, your job is to make sure your team members know what is expected of them.

The anger and frustration that mark the onset of conflict are frequently markers of an unmet expectation. Expectations are rarely inherently right or wrong. They can be negotiable. But they must be understood and agreed upon by both parties to be helpful. Unspoken expectations are **bound to go unmet**.

However, once expectations are clear, accountability is essential. What you tolerate, not what you say, reflects your true standards. Your failure to confront unacceptable behavior communicates indifference to others impacted by the situation. The twin values of clarity and accountability create confidence because they define success and facilitate collaboration.

The best part? Trust spreads. When you leverage these practices, you're sowing seeds of culture. One in which words have weight. In which making space for others and celebrating excellence is commonplace. In which feedback is welcomed and healthy dialogue is normal. In which expectations do not go unspoken and harmful behaviors do not go unchallenged.

You're creating a space in which others can flourish and grow. And that is leadership at its best.

What's Your Lifescore?

Take the new and improved **Lifescore Assessment** to discover your strengths and where you can grow, so you set goals in the right areas of your life.

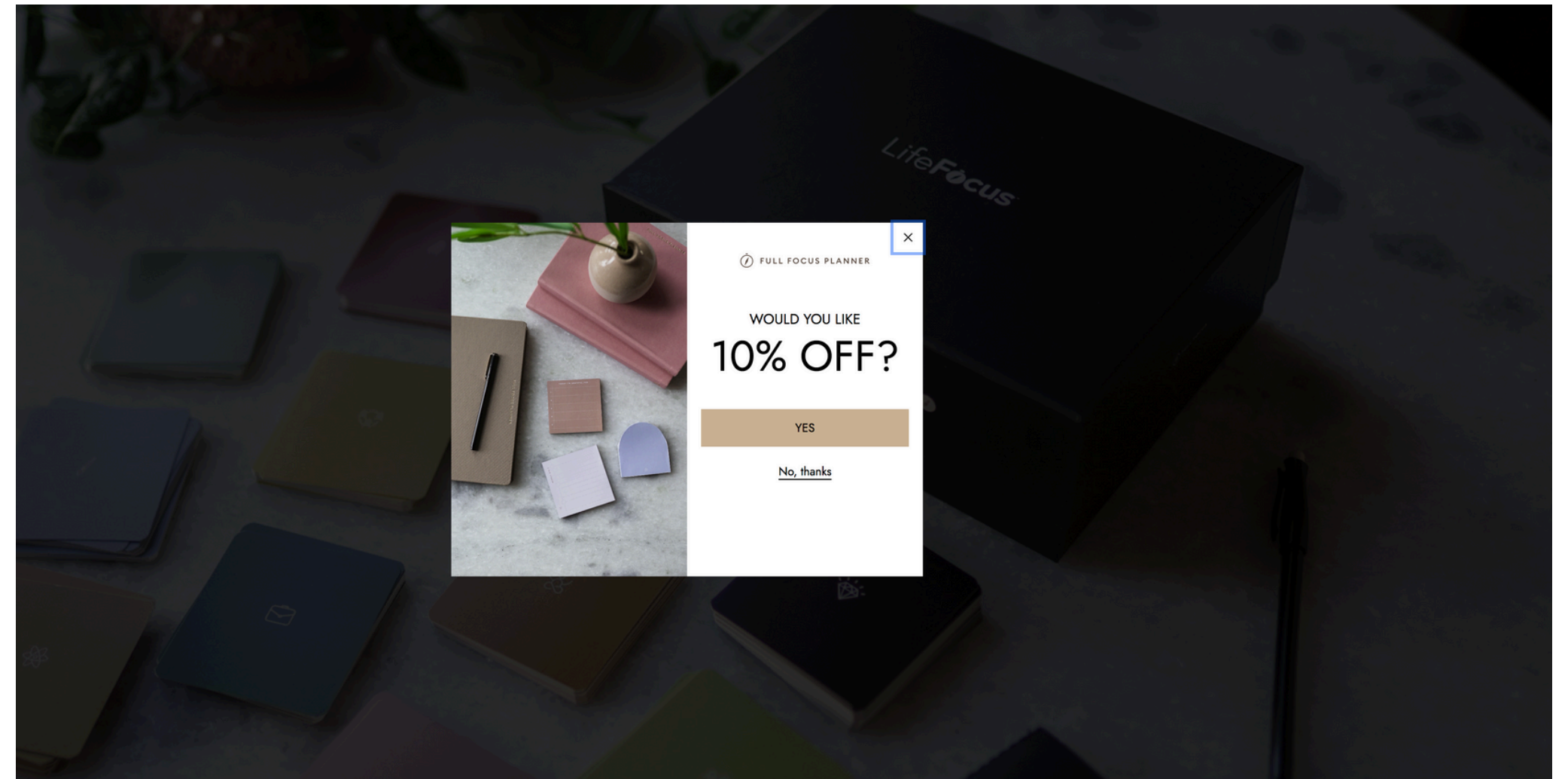
fullfocus.co/lifescore



CIRCLE OF BEING	CIRCLE OF RELATING	CIRCLE OF DOING
23	25	20

YOUR OVERALL LIFESCORE: 58

Disclosure of Material Connection: Some of the links in the post above are "affiliate links." This means if you click on the link and purchase the item, we will receive an affiliate commission. Regardless, we only recommend products or services we use and believe will add value to our readers. We are disclosing this in accordance with the Federal Trade Commission's 16 CFR, Part 255: "Guides Concerning the Use of Endorsements and Testimonials in Advertising."



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Earn One Key rewards



EP

ENTREPASTORS

PODCAST

Helping Pastors Turn Trading Into Revenue with Michael Shafer

Episode 202

ENTREPASTORS.COM



Helping Pastors Turn Trading Into Revenue with Michael Shafer

Jul 19, 2024

Helping Pastors Turn Trading Into Revenue with Michael Shafer

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15

▶

30

1x

More Info

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In this episode of the EntrePastors podcast Jon and Les talk with Michael...

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ENTREPASTORS

PODCAST

Are You Willing to Pay the Price for Your Freedom?

Episode 200

ENTREPASTORS.COM



Are You Willing to Pay the Price for Your Freedom?

Jul 05, 2024

Are You Willing to Pay the Price for Your Freedom? (#200)

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ENTREPASTORS

PODCAST

Ask the Better Question with Kevin Elworth

Episode 201

ENTREPASTORS.COM



Ask the Better Question with Kevin Elworth

Jul 12, 2024

Ask the Better Question with Kevin Elworth (#201)

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In this episode of the EntrePastors podcast Jon and Les have a conversation...

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PODCAST

Blending Ministry and Business Success with Devin Schubert

Episode 199

ENTREPASTORS.COM




Blending Ministry and Business Success with Devin Schubert

Jun 28, 2024

Blending Ministry and Business Success with Devin Schubert (#199)

EntrePastors



Q

Search...



Hi, Pastor!

Are you trying to figure out where to even start with building a business or creating some side income for your family?

The best place to start is with your own passions and unique abilities.

Our **FREE 5-Step Get Started Guide** will walk you through the process of determining the best starting point for you AND includes 50+ business ideas.

GET YOUR FREE GUIDE

ADD IT TO YOUR FACEBOOK PAGES AND GROUPS



VICKY: REACHING OUT VIA FACEBOOK

Hey [First Name]!

I hope you're doing well! I wanted to thank you again for grabbing a free copy of my book recently. I've just put together a brand new FREE 3-Step Quick Start Plan for Family Emergencies, and I thought of you.

It covers the essentials—food, water, and shelter—plus it includes a bonus customizable checklist to help you get prepared quickly and confidently.

If you'd like to grab your free copy, here's the link:

👉 [Insert Your Link Here]

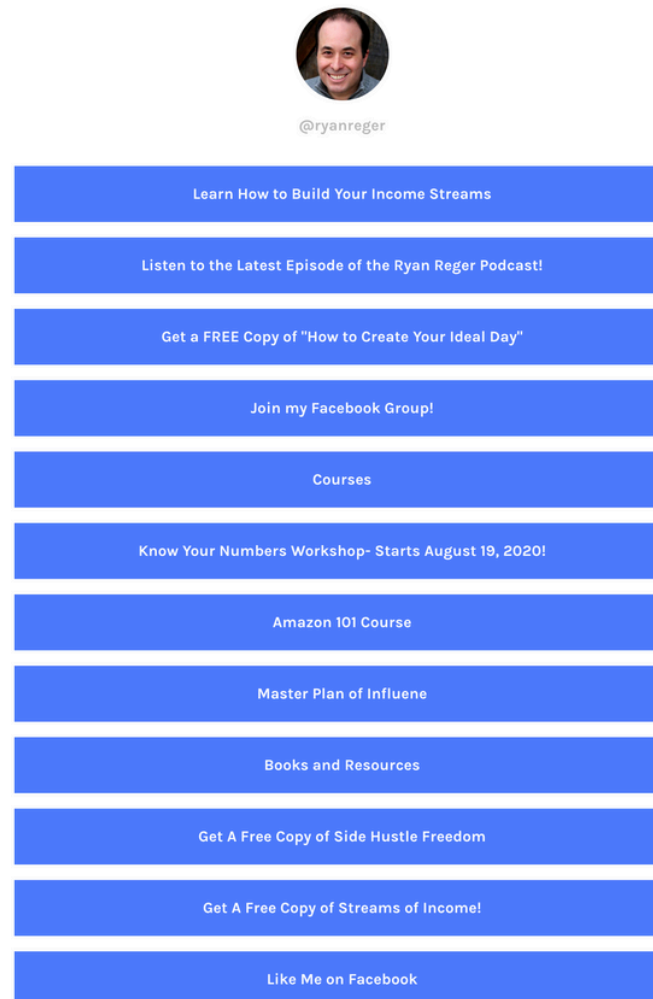
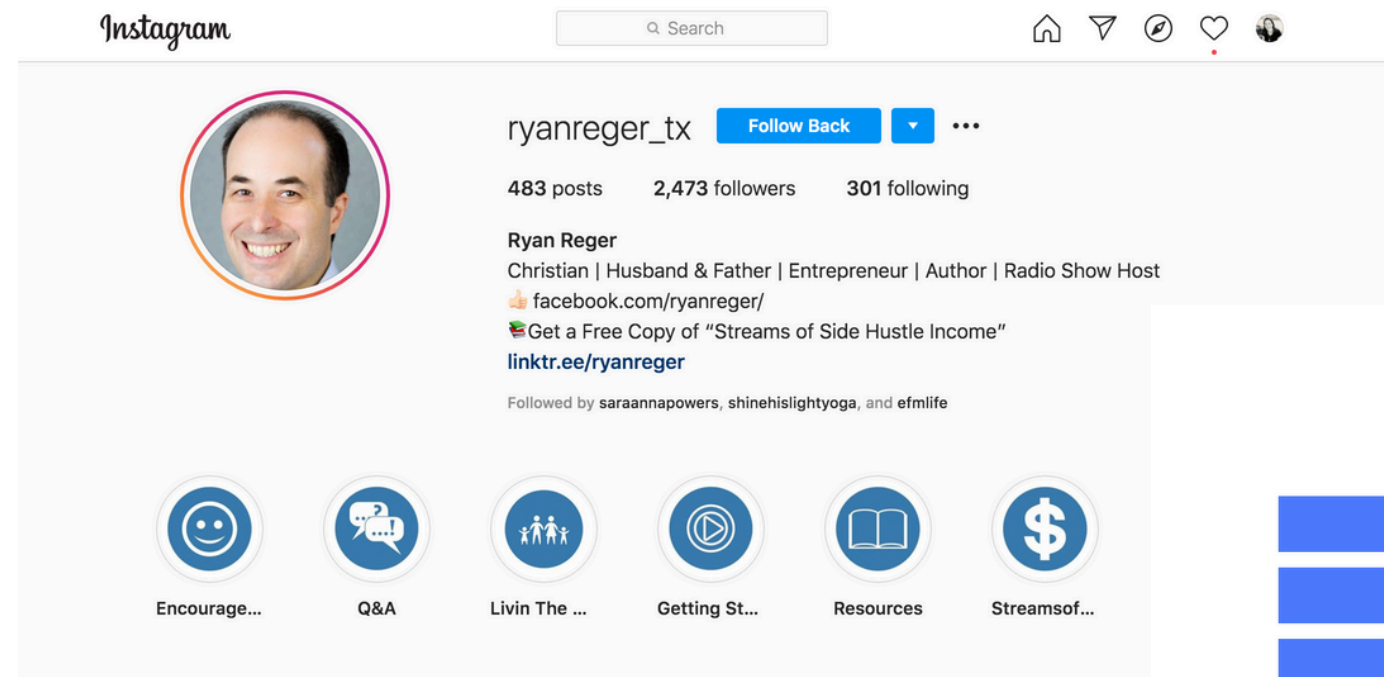
Let me know what you think—and feel free to share it with anyone else who might find it helpful!

**Stay safe and prepared,
[Your Name]**

VICKY: REACHING OUT VIA FACEBOOK

- **Duplicate your opt-in**
- **New group**
- **Part of welcome sequence can be asking them for a review**

INSTAGRAM LINK IN BIO



Guest blog or be a guest on a podcast and offer your freebie.

Facebook Posts

Your Facebook Group - ask in the questions if they'd like more info on ...

Do a video with the first point (Facebook Live, YouTube, IGTV) - [click here to get more](#).

LinkedIn - Featured section with links to your freebies and resources

Facebook/Instagram Ads - lead ad

If you have an old list, send the resource to them to either re-opt in or tag them when they click to get it.

If you have links to your website and your freebies in all of your social media profiles, then as you go in and answer questions and serve, you'll have people click to see what you're all about and find your lead magnet.

Help a Reporter Out - helpareporter.com

alignable.com

Forums in your industry

TIP: Be creative and experiment to see what works best for your audience.

Pinned Post

About Facebook Business Page

As a Guide in your Facebook Group

Facebook groups that encourage promotion of your opt-in & business.

TikTok

YouTube

Instagram Stories/Highlights

Instagram Reels

Instagram Guides

List your business with a link direct to your opt-in

Google My Business Listing

Press Release

Pinterest

Pinterest Group Boards

Guest Blog Post

Guest Podcast

Virtual Summits

Create a “related freebies” collaboration with other businesses in a similar/contextual niche

Include a CTA + link to your opt-in in your signature for any “one-off” emails you may send

Submit your opt-in to other “resource” pages within your niche

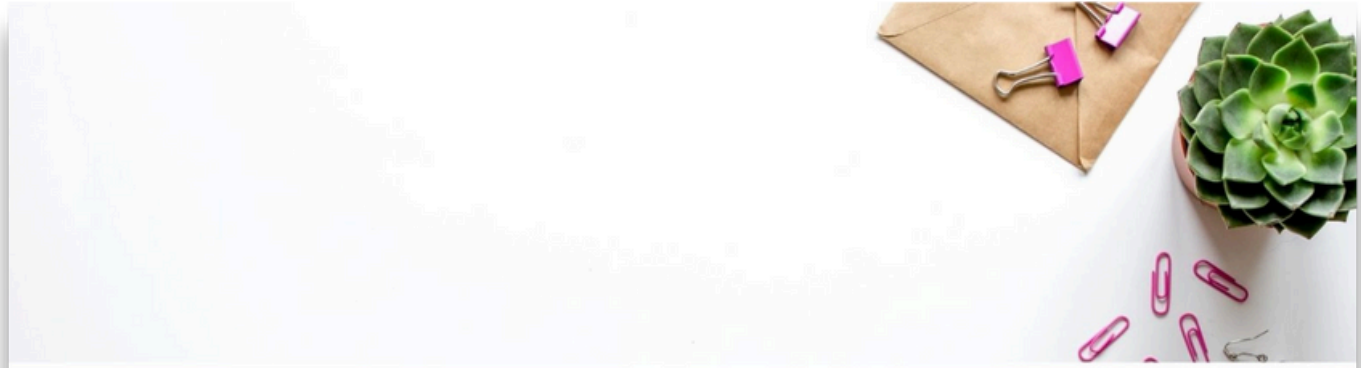
Google “write for us” and your topic

Google “editor pitch me” and your topic



AI PROMPTS

Ask Gemini or Chat GPT for a list of podcast, blogs, virtual summits, Facebook Groups



**WHAT ARE THE THREE PLACES YOU ARE GOING TO FOCUS ON
GETTING YOUR LEAD MAGNET IN FRONT OF YOUR AUDIENCE
OVER THE NEXT 48 DAYS (AUGUST/SEPTEMBER)**

1 _____

2 _____

3 _____

A FEW NOTES:

- 1** Growing your email list with your ideal customer is not a microwave process. It's a crock pot process.
- 2** If you serve and provide valuable content and info and assistance, people will check you out. Make sure you have a next step for them.
- 3** Take one small step each day and you will reach your goal.
- 4** Be Consistent.