

LEAD MAGNET LAUNCHPAD Session 4

Presented by Sheila Davis
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LET'S LOOK AT YOUR LEAD MAGNETS



THE PROCESS IN A NUTSHELL

- 1** You create something of value that your ideal customer will want (LEAD MAGNET)
- 2** You create a place for them to sign up and give you their email address (OPT-IN PAGE OR FORM)
- 3** You share that form so they can enter their email address.
- 4** They enter their name and email address on your sign up form.
- 5** They automatically get confirmation that you have received their request. (THANK YOU PAGE)
- 6** They receive an email that delivers your lead magnet to the. (CONFIRMATION EMAIL/WELCOME EMAIL)
- 7** They are subscribed to your email list (tag or segment) so they begin getting your welcome sequence and/or regular emails.

THE ELEMENTS OF AN OPT-IN



TIPS FOR CREATING YOUR OPT-IN FORM

Ask for as little info as possible (First Name and Email)

Keep them focused on opting in

Include a title of your offer or what the promise is that you will deliver.

Add 1-3 sentences explaining what they will gain when they give you their email.

Have a place for them to input their name and email address.

The main goal of your landing page is to build trust quickly to transform visitors into engaged subscribers and, eventually, customers.

Because a picture can convey emotion, authenticity, and context instantly, images often build a connection with your audience faster than text can. Where appropriate, try adding personal photos to your landing page as this significantly enhances the trust-building process when someone can see your face.

» Clear » Concise » Engaging » Actionable » Memorable

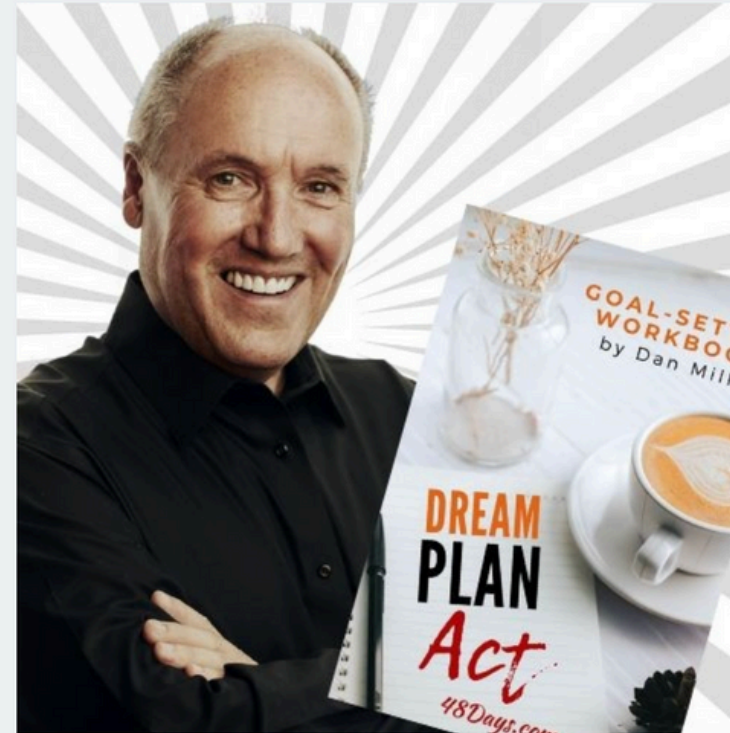
Your goal is to guide potential subscribers toward an offer that moves them closer to their goal.

Your copy should clearly communicate that this offer is tailored just for them and is simply too good to pass up.

Privacy Policy

Get started making something new happen in the new year!

48-DAY GOAL SETTING CHALLENGE



Feeling discouraged? Miserable in your job? Just lost your business? Give yourself a new beginning tomorrow!

You can put yourself in the driver's seat of your life immediately, if you create a clear plan, decide what's important to you, and ACT.

Get my free Goal Setting Workbook and get started making something new happen now.

Just tell me where to send it below, and I'll not only send you the free download, I'll send you a series of inspiration and resources via e-mail to get you started on the path to your dreams today!

I'M READY TO GET STARTED

We won't send you spam. Unsubscribe at any time. [Privacy Policy](#)

Hi, I'm Dan Miller

Author of 48 Days to the Work and Life You Love

I specialize in creative thinking for increased personal and business success.

I believe that meaningful work blends our natural skills and abilities, our unique personality traits and our dreams and passions.

I am active in helping individuals redirect careers, evaluate new income sources, and achieve balanced living through my writing, coaching, speaking and my 48 Days Eagles Community.

CREATING YOUR OPT-IN LANDING PAGE IN MAILER LITE

Create a Group for your subscribers who are interested in this topic.

- Go to Subscribers
- Click Groups
- Click Create a Group
- Name Your Group

CLICK HERE FOR HOW TO

The screenshot displays the Mailer Lite interface. On the left is a sidebar with the 'mailer lite' logo and navigation links: Dashboard, Campaigns, Subscribers, Forms, Sites, Automation, Account settings, Integrations, File manager, and My templates. The main content area is titled 'Subscribers' and features a 'Create group' button in the top right. Below the title are tabs for 'All subscribers', 'Segments', 'Groups' (which is selected), 'Fields', 'Stats', 'Clean up inactive', and 'History'. The 'Groups' tab shows a table with one group, 'Main List', created on 2022-10-14. The table has columns for 'Subscribers' (0), 'Open rate' (0%), and 'Click rate' (0%). A 'View group' button is next to the group name. At the top of the table is a 'Select all' checkbox and a search bar. At the bottom, it says 'Showing 1 to 1 of 1 results' with 'Previous' and 'Next' buttons. The top of the interface shows the user 'SRD Marketing Support' on the 'Free plan' with an 'Upgrade' button, and the user profile 'Sheila Davis' with a notification bell and a grid icon.

mailer **lite**

SRD Marketing Support
Free plan Upgrade

Sheila Davis
sheilaraedavis@att.net

Subscribers Create group

All subscribers Segments **Groups** Fields Stats Clean up inactive History

☐ Select all Search group Q Date created ▾ ⌵

<input type="checkbox"/> Main List Created 2022-10-14 View group	Subscribers 0	Open rate 0%	Click rate 0%	More ▾
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Showing 1 to 1 of 1 results Previous Next

CREATING YOUR OPT-IN LANDING PAGE IN MAILER LITE

Navigate to the Sites page.

The Landing pages tab will be shown by default.

Click New site.

Give your landing page a name and click Save and continue.

Choose a group for your landing page. This will be the group where subscribers who have signed up on your landing page will be added. Then click Continue.

Choose how to build your landing page.

- Build with AI (Advanced plans only) - Simply answer a few questions about your landing page goals to generate a full site using artificial intelligence. You can always regenerate to see different designs, and make your own adjustments. Our editor allows you to adjust the text, layout, images, etc.
- Start from scratch - Create your landing page using the Drag & drop editor.
- Templates are not available with the free version.

USING AI TO CREATE YOUR LANDING PAGE

General information

Provide your company/organisation and site details

Company or organisation name

SRD Marketing Support













What industry are you in?

Agency

Details about your site (optional)

I'M CREATING AN OPT-IN LANDING PAGE FOR PEOPLE TO GIVE ME THEIR NAME AND EMAIL ADDRESS TO GET MY LEAD MAGNET ON THE 5 STEPS TO GET YOUR FIRST 100 EMAIL CUSTOMERS

What are your site goals? Choose all that apply (max.3)

<div></div> <div>Capture subscribers</div>	<div></div> <div>Showcase work</div>	<div></div> <div>Event promotion</div>
<div></div> <div>Launch product</div>	<div></div> <div>Collect feedback</div>	<div></div> <div>Educational resources</div>
<div></div> <div>Special offer</div>	<div></div> <div>Sell memberships</div>	<div></div> <div>Brand awareness</div>
<div></div> <div>Sell digital product</div>	<div></div> <div>Contact us</div>	<div></div> <div>Other</div>

Choose styles

Select your brand's tone of voice, site style and other preferences

Writing style

Natural

Playful

Professional


Friendly

Informative


Website style

<div>Minimalist</div> <div>Clean and simple with a focus on whitespace.</div>	<div>Modern</div> <div>Innovative layouts and typography.</div>	<div>Bold</div> <div>Vibrant and eye-catching with bright colors.</div>
<div>Creative</div> <div>Unconventional layouts and elements.</div>	<div>Corporate</div> <div>With a clean layout and corporate colors.</div>	<div>Vintage</div> <div>Retro-inspired with vintage typography.</div>
<div>Elegant</div> <div>Sophisticated with a focus on luxury and refinement.</div>	<div>Futuristic</div> <div>Futuristic design with modern digital trends.</div>	

Theme



Generate with AI



Use my brand styles

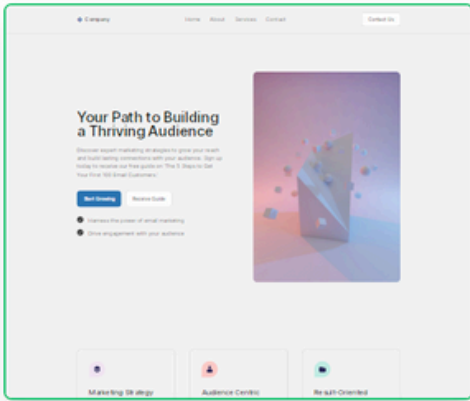
Don't worry, styles can be updated later in the landing page editor mode.

USING AI TO CREATE YOUR LANDING PAGE

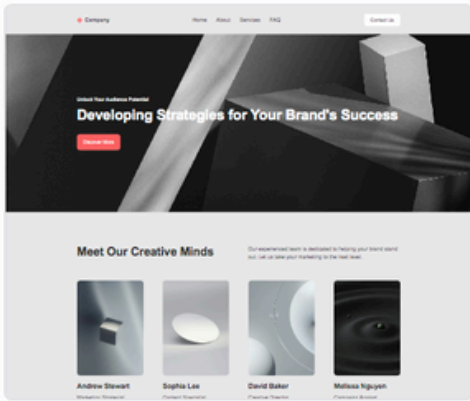
Select a winner

Pick the version you like and click the button below.

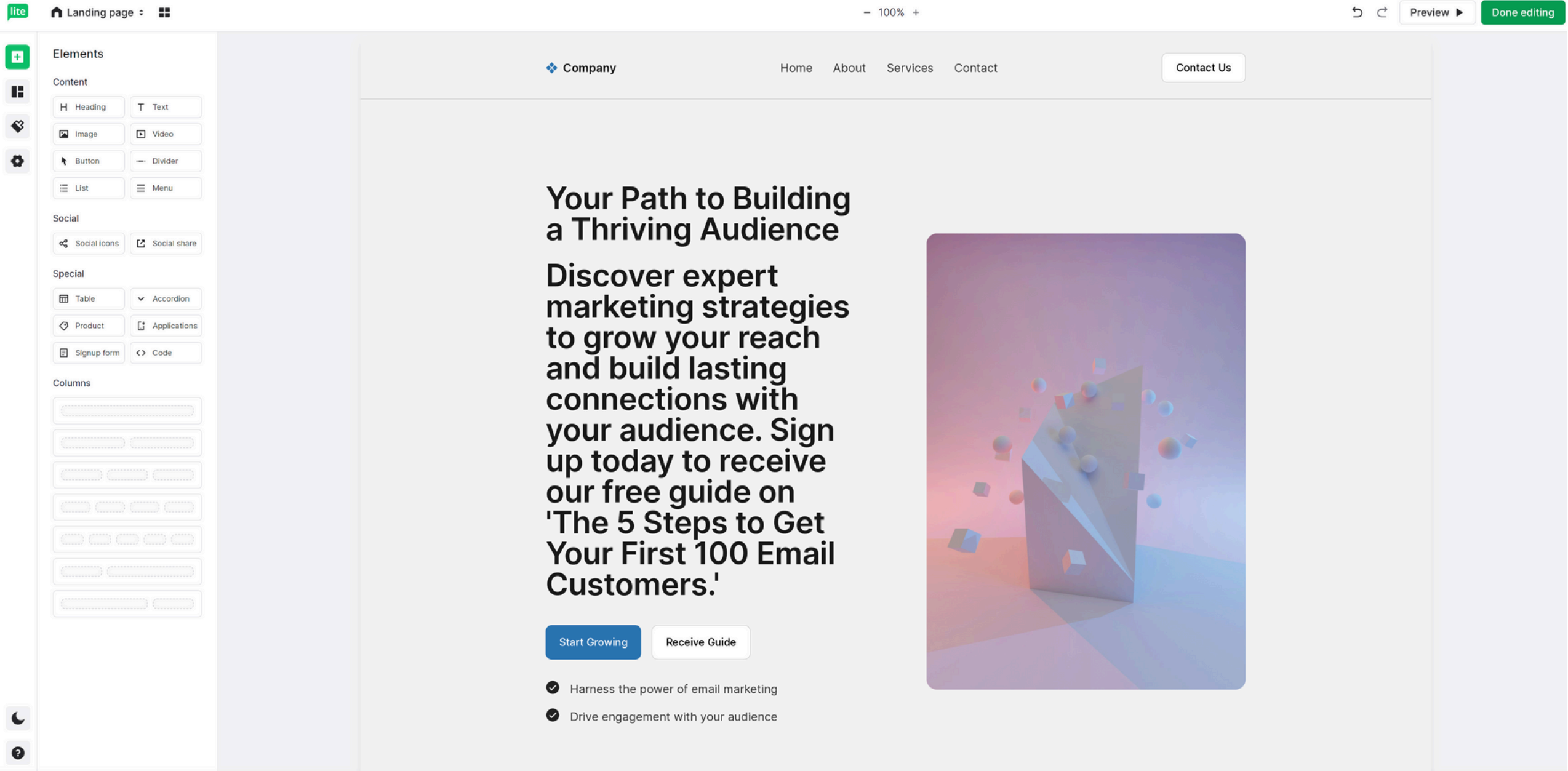
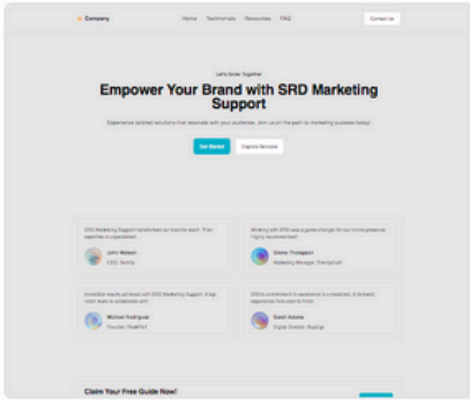
Version A



Version B



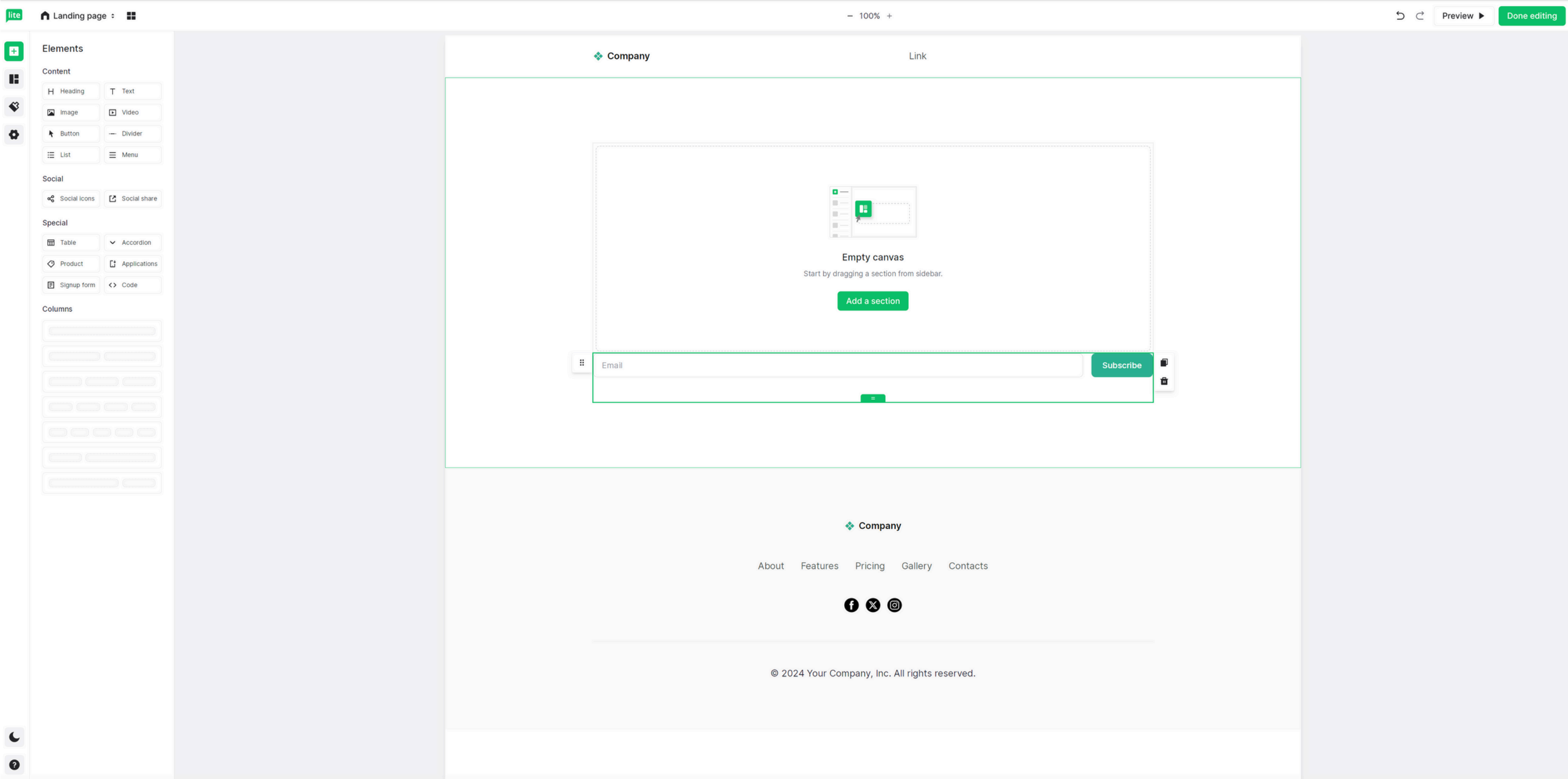
Version C



CLICK HERE FOR HOW TO

Remove the menu bar at the top - only action is to opt-in

CREATING YOUR LANDING PAGE FROM SCRATCH



A FEW NOTES ABOUT YOUR LANDING PAGE

Remove the menu bar at the top - only action is to opt-in

Privacy Policy - [A great tool to help you develop \(and house\) your Privacy Policy \(there's a free version](#)

Page settings

Landing Page URL

Change your Landing Page URL or add your domain to publish landing pages to your own URL.

URL

subscribepage.io/

srdmarketing

Custom domain is not available in Free plan [Upgrade your plan](#)

Favicon

Add a favicon to customize the small icon next to your page title in the browser tabs.



Choose an image

Favicon should be 16px or 32px square PNG or ICO file for best results.

Settings

Optimize your page SEO, manage social share settings and set up custom analytics.

SEO settings

Social share

Analytics and custom code

Page title

The page title is visible on search results and browser tabs (between 50-60 characters).

Page keywords

Add words and phrases that describe your landing page. Separate keywords by commas.

Page description

The page description is visible on search results (between 145-155 characters).

Site Indexing

Allow search engines to index this landing page.

Status

Publish

Double opt-in



Created

17 minutes ago



subscribepage.io/srdmarketing



Copy

Groups

Edit groups

Subscribers will be added to selected groups.

Growing Your Email List

 0

CUSTOMIZING YOUR FORM

The image displays a user interface for customizing a form. On the left is a live preview of the form, and on the right is a settings panel.

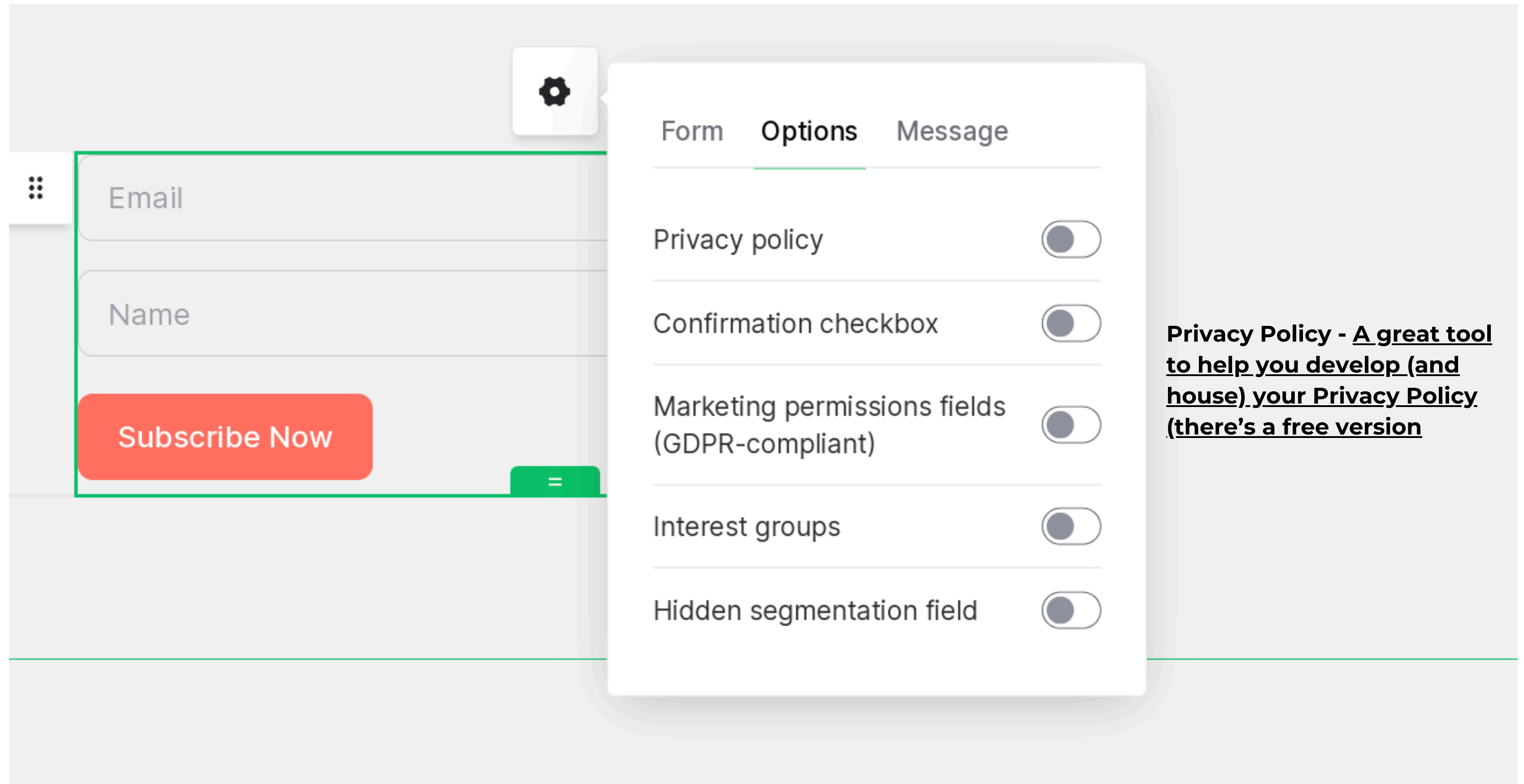
Form Preview:

- Fields: Email, Name
- Button: **Subscribe Now**
- Layout: Fields are stacked vertically. A green border highlights the form area.

Settings Panel:

- Settings** (gear icon)
- Tabs: **Form** (selected), Options, Message
- Fields List:
 - Email (with reorder icon)
 - Name (with reorder icon and delete icon)
- Add field** (button)
- Toggle: **Show labels above inputs** (currently off)

CUSTOMIZING YOUR FORM



The image shows a form customization interface. On the left, a form is displayed with a green border. It contains two input fields: "Email" and "Name", and a red "Subscribe Now" button. A green equals sign icon is visible at the bottom right of the form. To the right of the form is a settings panel with a gear icon at the top. The panel has three tabs: "Form", "Options", and "Message". The "Options" tab is selected. It contains five settings, each with a toggle switch:

- Privacy policy
- Confirmation checkbox
- Marketing permissions fields (GDPR-compliant)
- Interest groups
- Hidden segmentation field

All toggle switches are currently turned off.

Privacy Policy - A great tool to help you develop (and house) your Privacy Policy (there's a free version

CUSTOMIZING YOUR FORM


The image shows a form customization interface. On the left, there is a form with two input fields: "Email" and "Name". Below these fields is a red button labeled "Subscribe Now". To the right of the form is a settings panel with three tabs: "Form", "Options", and "Message". The "Message" tab is currently selected and highlighted with a green border. Below the tabs, there are three rows of settings:

Action	Message
Redirect to	Success page

Below the settings panel, there is a green button with an equals sign (=).

Create another landing page as your Thank You Page and connect it as an external link


SETTING UP YOUR WELCOME EMAIL




SRD Marketing Support


Free plan

Upgrade





Sheila Davis
sheilaraedavis@att.net



Sites > Landing pages > Lead Magnet Launchpad Landing Page

Lead Magnet Launchpad Landing Page

Actions

Overview


Analytics

Automation

Domains

Double opt-in

Stripe



It looks like some information is missing in your profile and/or approval request for **sending emails** and/or **publishing websites**. Please click Resubmit for more details.

Resubmit

Automations

There are no automations linked with this site.

Send personalized emails automatically to people when they subscribe.

Create an automation for your site

SETTING UP YOUR WELCOME EMAIL

When subscriber
completes a form **Lead
Magnet Launchpad
Landing Page**



Add a next step to your workflow



Email



Delay



Condition



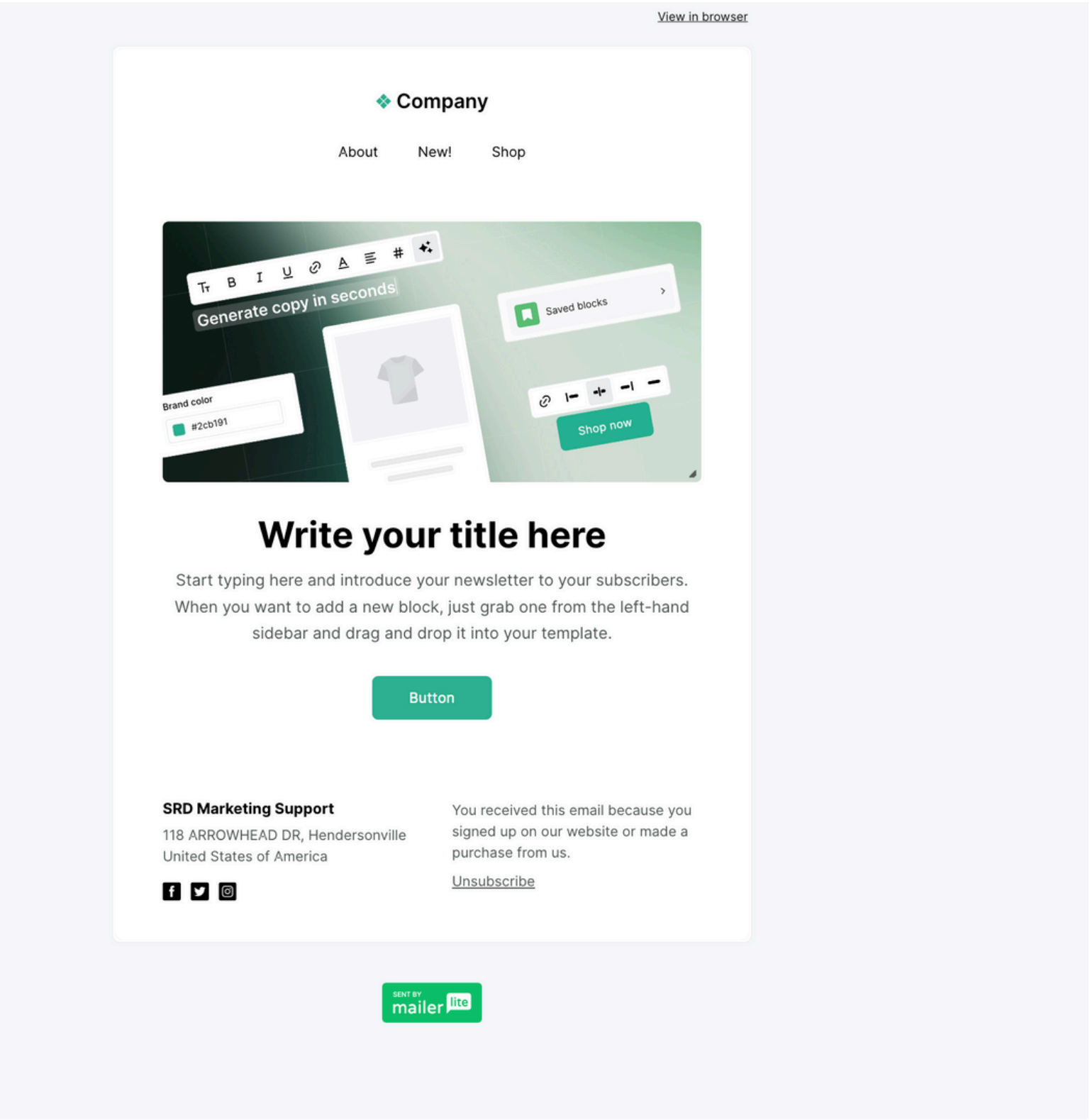
Action



A/B testing

Paid plan only

SETTING UP YOUR WELCOME EMAIL



SETTING UP YOUR WELCOME EMAIL

Step

Create a condition

Add up to 5 conditions. Define whether any or all of them must be applicable, for the condition to be met.

☒ Any rule

Select one or a few conditions where ANY rule can match the criteria

☐ All rules

Select one or a few conditions where ALL rules must match the criteria.

Condition

Please select

▼

+ Campaign activity

Workflow activity

Custom fields

Group membership

Segment membership

SETTING UP YOUR WELCOME EMAIL

Step

Wait

day(s)▼

THE STEPS TO BUILDING YOUR LEAD MAGNET/OPT-IN

Create Your Lead
Magnet
Checklist
Cheatsheet
Guide, etc.

Protip: Canva

Solves a real problem

Promises one quick win

Very specific

Quick to digest.

High value

Instantly accessible

Demonstrates your
expertise

Leaves them wanting
more

Create your opt-in
page/form

Protips:

Ask for as little info
as possible (First
Name and Email)

Keep them focused
on opting in

ESP landing page

Direct embed on
your site

Get fancy with a
pop up

Integrations with
WP

Thank you page

Protips:

Can deliver your
lead magnet

Many offer a next
step here (FB
Group, Podcast,
Purchase)

Big thing is to
confirm you got
their request.

Add ways they can
connect with you

Delivery e-mail

Protips:

Link to your lead
magnet

Begin to establish
the relationship

Let them know you
understand them

OUR NEXT SESSION:

- **Sharing your lead magnets for feedback**
- **Sharing your opt-ins for feedback (answering questions)**
 - **Developing Your Welcome Email and Relationship Building Sequence**
 - **Getting your opt-in in front of the right people**

