

LEAD MAGNET LAUNCHPAD Session 3

Presented by Sheila Davis
SheilaRaeDavis@att.net





TIME TO SHARPE

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

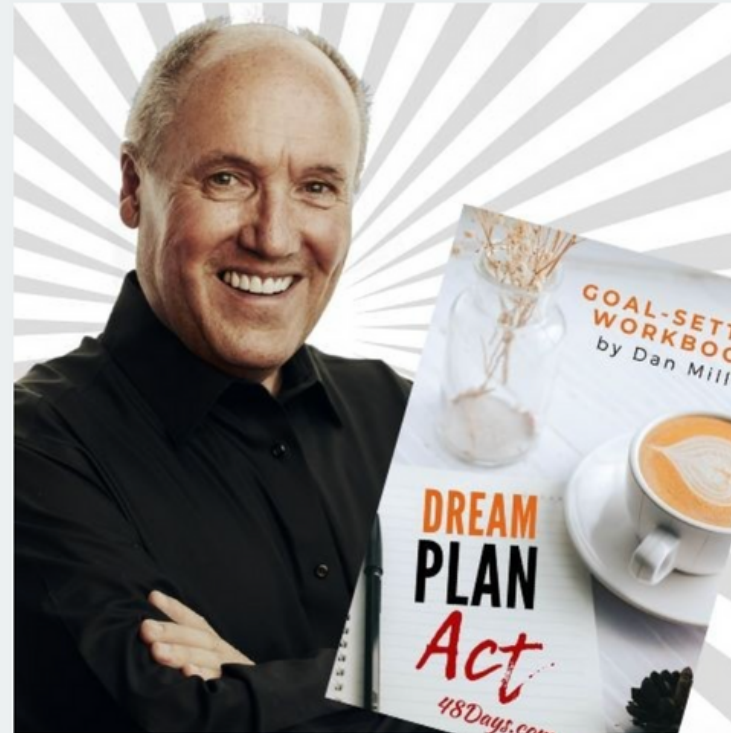
Your goal is to guide potential subscribers toward an offer that moves them closer to their goal.

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.

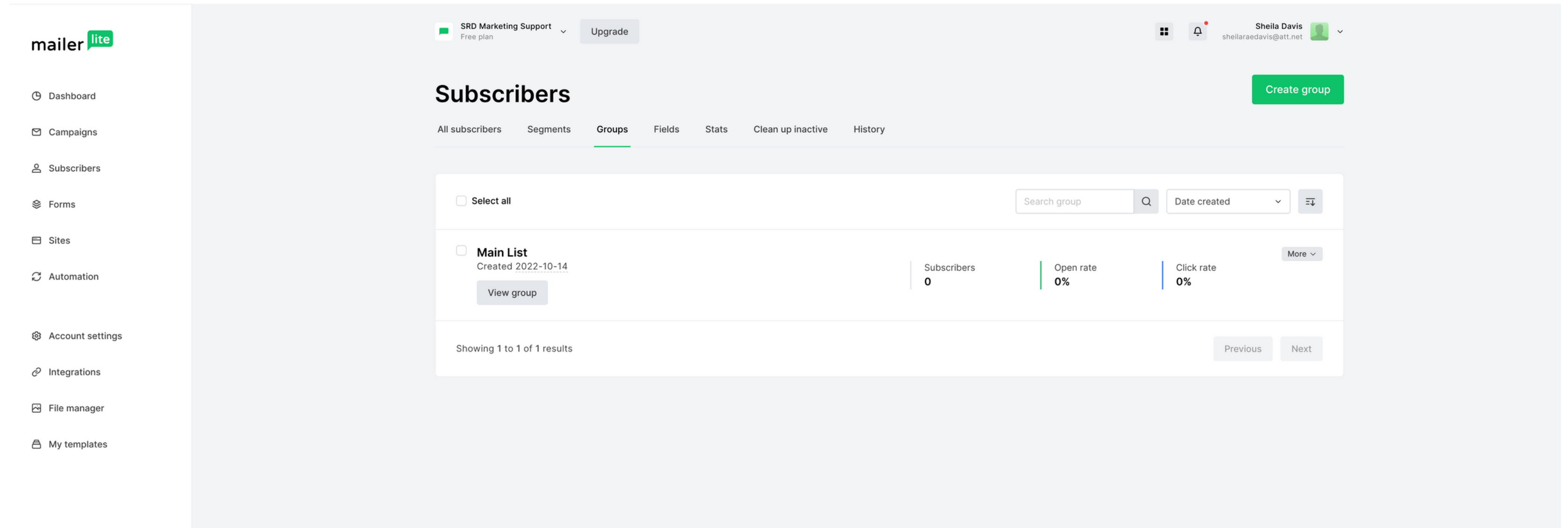
I am active in helping individuals redirect careers, evaluate new income sources, and achieve balanced living through my writing, coaching, speaking and my 48 Days Eagles Community.

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



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)



Capture subscribers



Showcase work



Event promotion



Launch product



Collect feedback



Educational resources



Special offer



Sell memberships



Brand awareness



Sell digital product



Contact us



Other

Choose styles

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

Writing style

Natural

Playful

Professional

Friendly

Informative

Website style

Minimalist

Clean and simple with a focus on whitespace.

Modern

Innovative layouts and typography.

Bold

Vibrant and eye-catching with bright colors.

Creative

Unconventional layouts and elements.

Corporate

With a clean layout and corporate colors.

Vintage

Retro-inspired with vintage typography.

Elegant

Sophisticated with a focus on luxury and refinement.

Futuristic

Futuristic design with modern digital trends.

Theme



Generate with AI



Use my brand styles

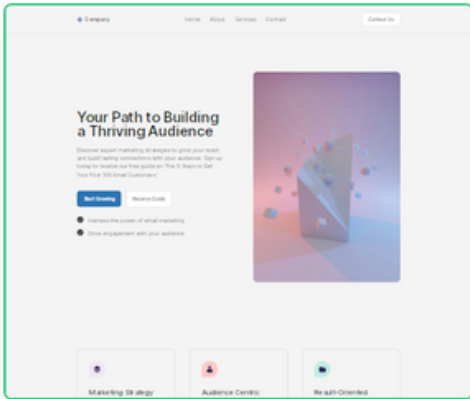
Don't worry, styles can be updated later in the landing page editor mode.

USING AI TO CREATE YOUR LANDING PAGE

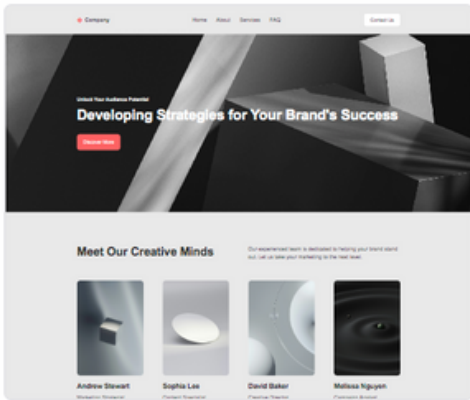
Select a winner

Pick the version you like and click the button below.

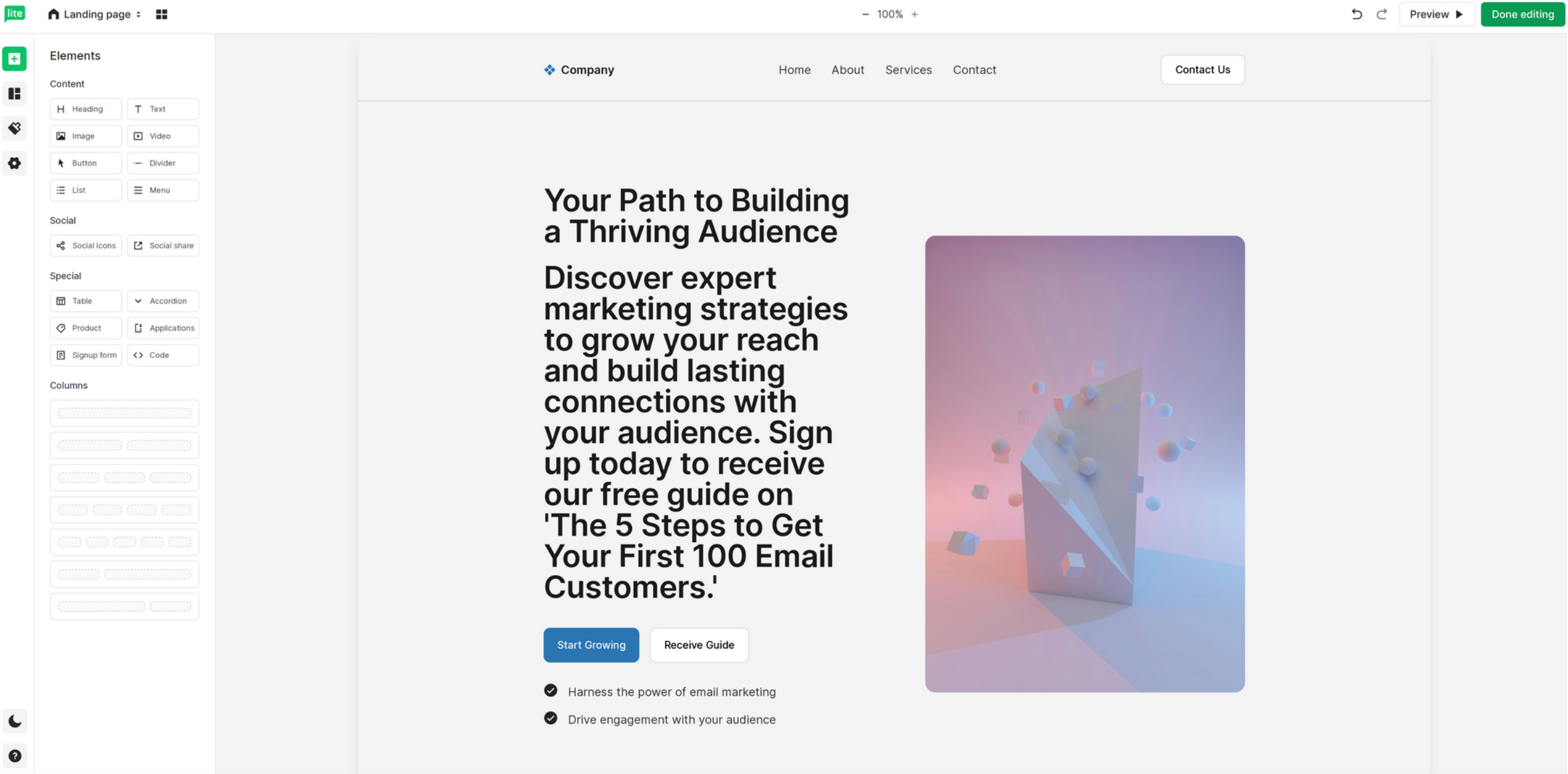
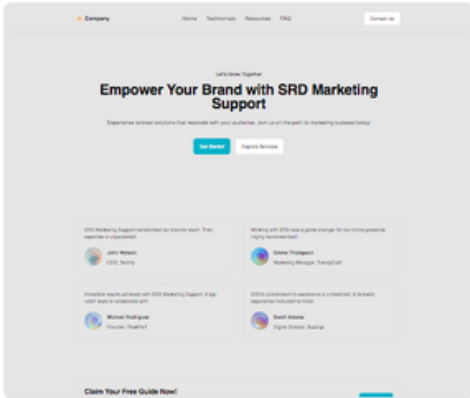
Version A



Version B



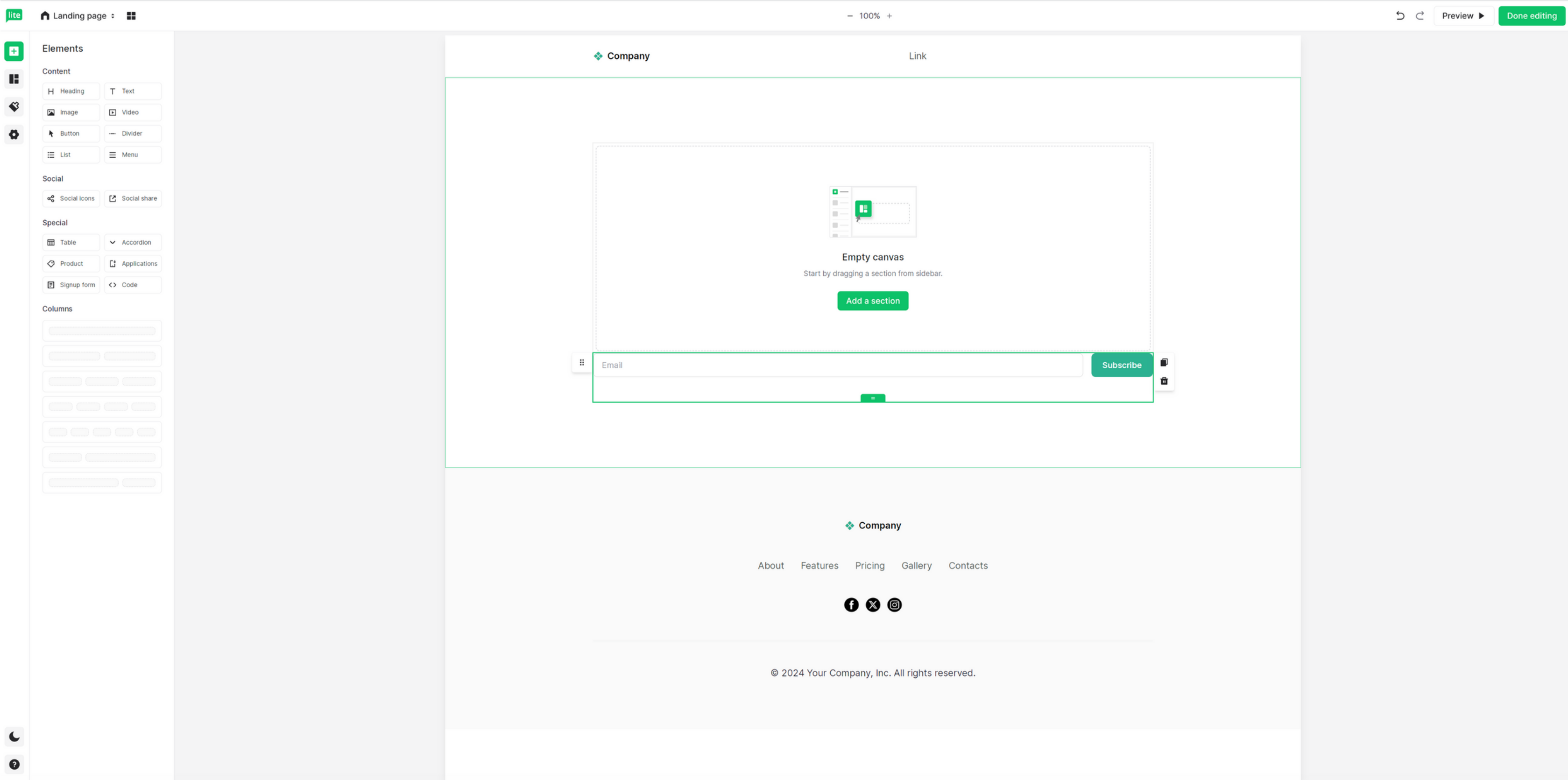
Version C



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

There are no automations linked with this site.
Send personalized emails automatically to people when they subscribe.



Resubmission form

Reasons for rejection:

We suggest all our users to have a fully finished website. No need to worry, alternatively, please send us a business description with links to your business social media pages or other online platforms where you conduct your business. You may send this information to approve@mailerlite.com.

The information provided in your submission does not yet meet the standards required for campaign sending and/or website publication confirmation. Please update the missing information according to our terms

Type details here...

Cancel

Submit

CUSTOMIZING YOUR FORM

The image shows a user interface for customizing a form. On the left, a form is displayed with two input fields labeled 'Email' and 'Name', and a red 'Subscribe Now' button. A settings panel is open on the right, featuring three tabs: 'Form' (selected), 'Options', and 'Message'. The 'Form' tab shows a list of fields: 'Email' and 'Name'. The 'Name' field has a trash icon next to it. Below the list is an 'Add field' button. At the bottom of the panel, there is a toggle switch for 'Show labels above inputs', which is currently turned off. A green border highlights the form fields and the 'Subscribe Now' button. A green bar with an equals sign is visible at the bottom right of the form area.

Settings

Form Options Message

Email

Name

Subscribe Now

Add field

Show labels above inputs

CUSTOMIZING YOUR FORM

The image shows a user interface for configuring a form. On the left, a form preview displays two input fields labeled 'Email' and 'Name', followed by a red 'Subscribe Now' button. A green border highlights the form fields. To the right, a settings panel is open, featuring a gear icon and three tabs: 'Form', 'Options' (which is selected and underlined), and 'Message'. The 'Options' tab contains five settings, each with a toggle switch:

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

On the far right, a text overlay reads: **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 menu with three tabs: "Form", "Options", and "Message". The "Message" tab is currently selected and highlighted with a black border. Below the tabs, there are several options: "Action" with a "Message" button and a "Redirect" button; "Redirect to" with a "Success page" dropdown menu. A green box highlights the "Subscribe Now" button and the "Redirect to" option. A green box with an equals sign is also visible at the bottom of the form.

Form Options **Message**

Action Message **Redirect**

Redirect to Success page ⇅

Subscribe Now

=

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



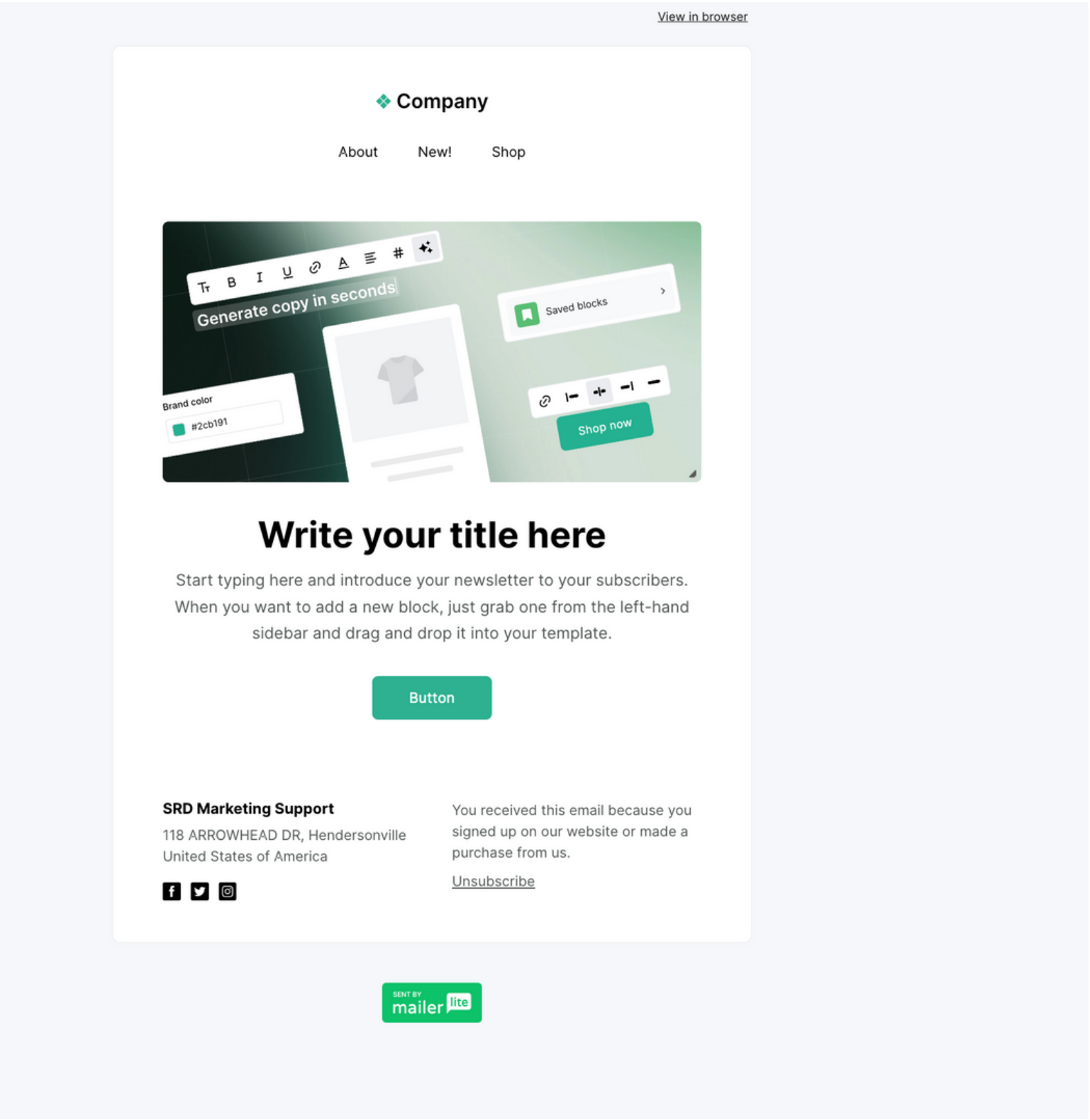
Action

Paid plan only



A/B testing

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:

- **Answering Questions**
- **Developing Your Email and Relationship Building Sequence**

