

# LEAD MAGNET LAUNCHPAD

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**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**



## 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.**





**WORKBOOK:**

**Pages 2-4**

**To Share  
Tomorrow**

# **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)**



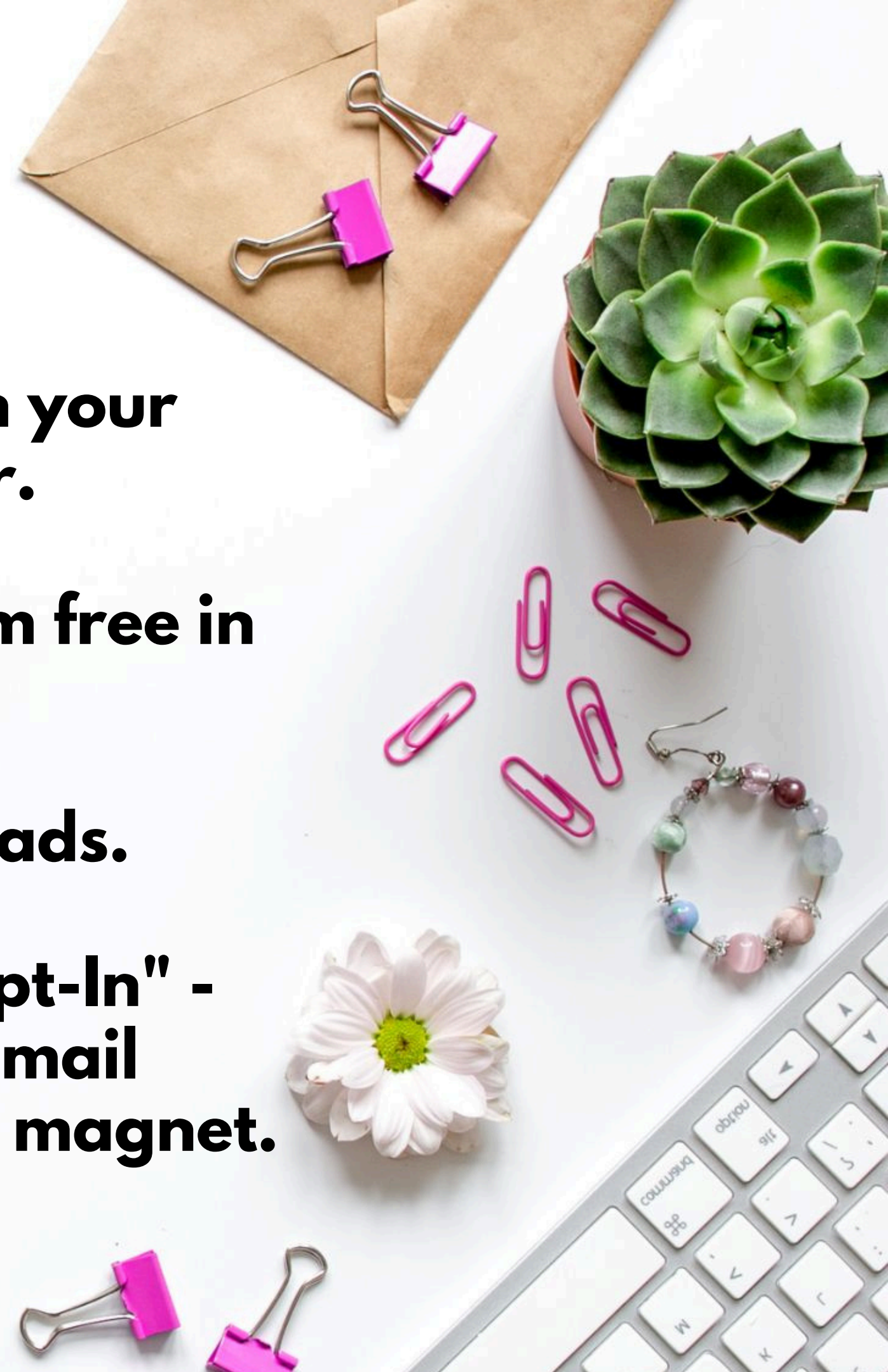
# **WHAT IS A LEAD MAGNET?**

**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

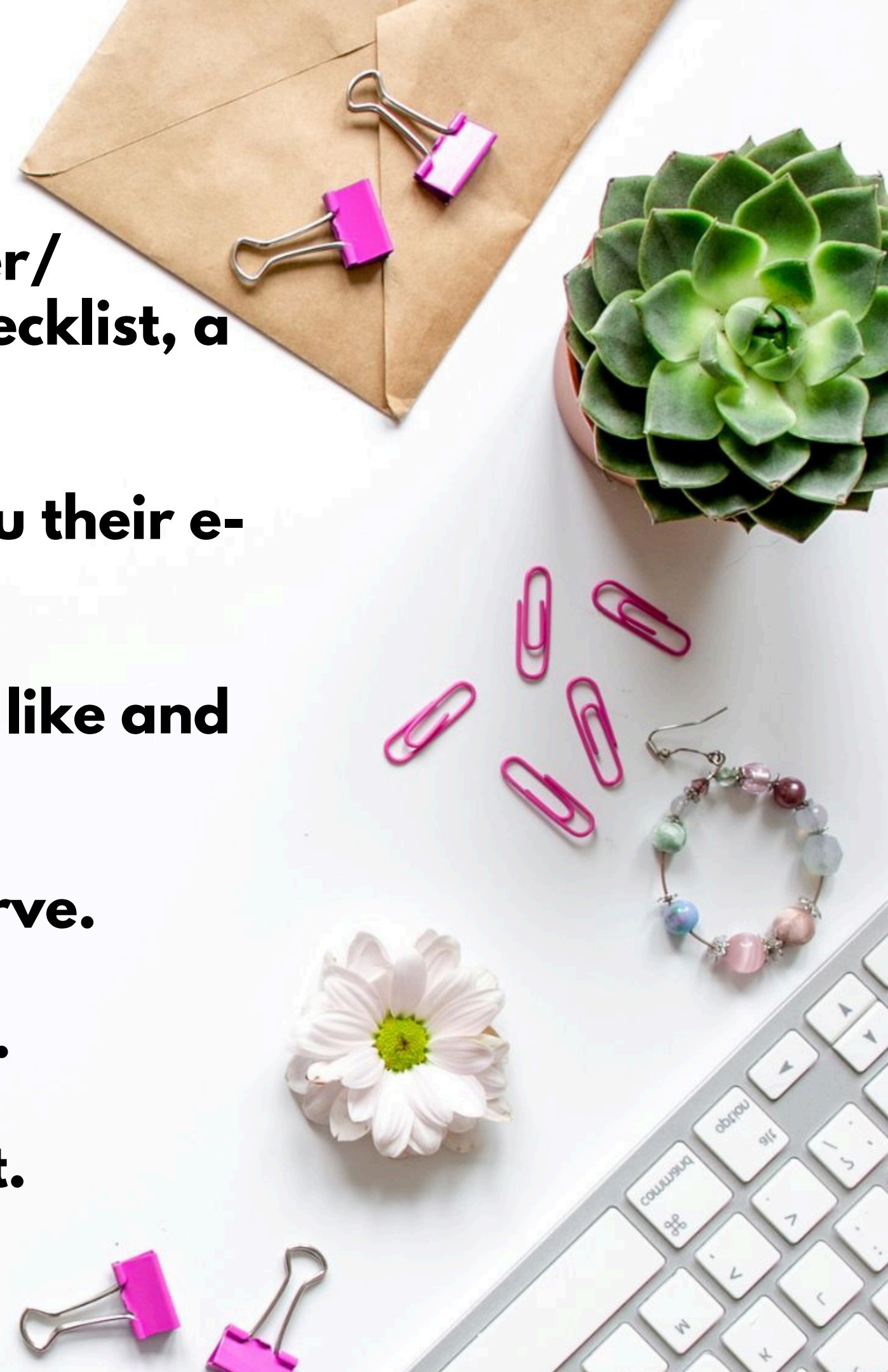
**Your Lead Magnet needs to be something specific that provides value at the point your ideal customer is on their journey.**

- ✓ **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)**



# 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

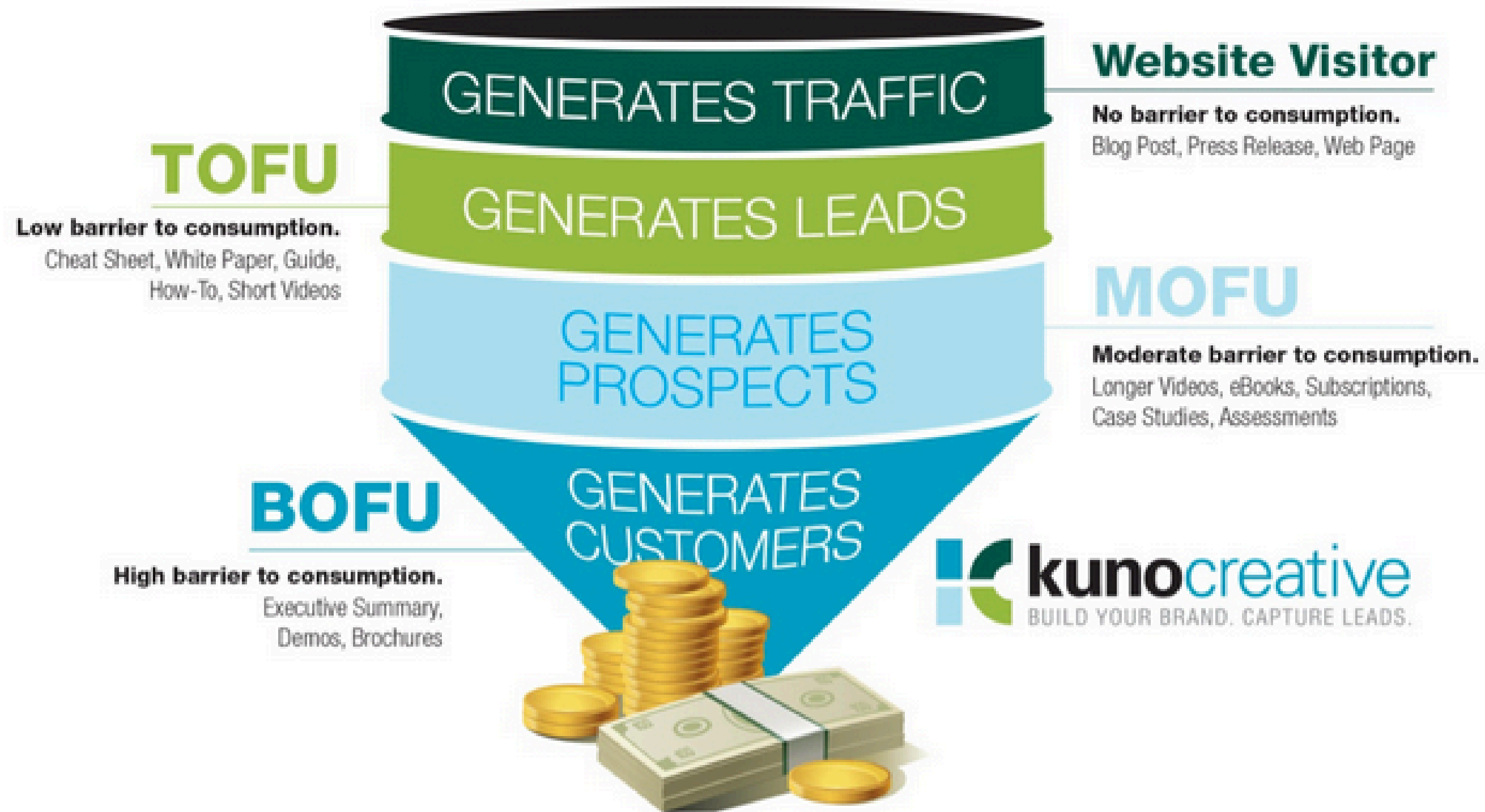
Free samples

Gated Content

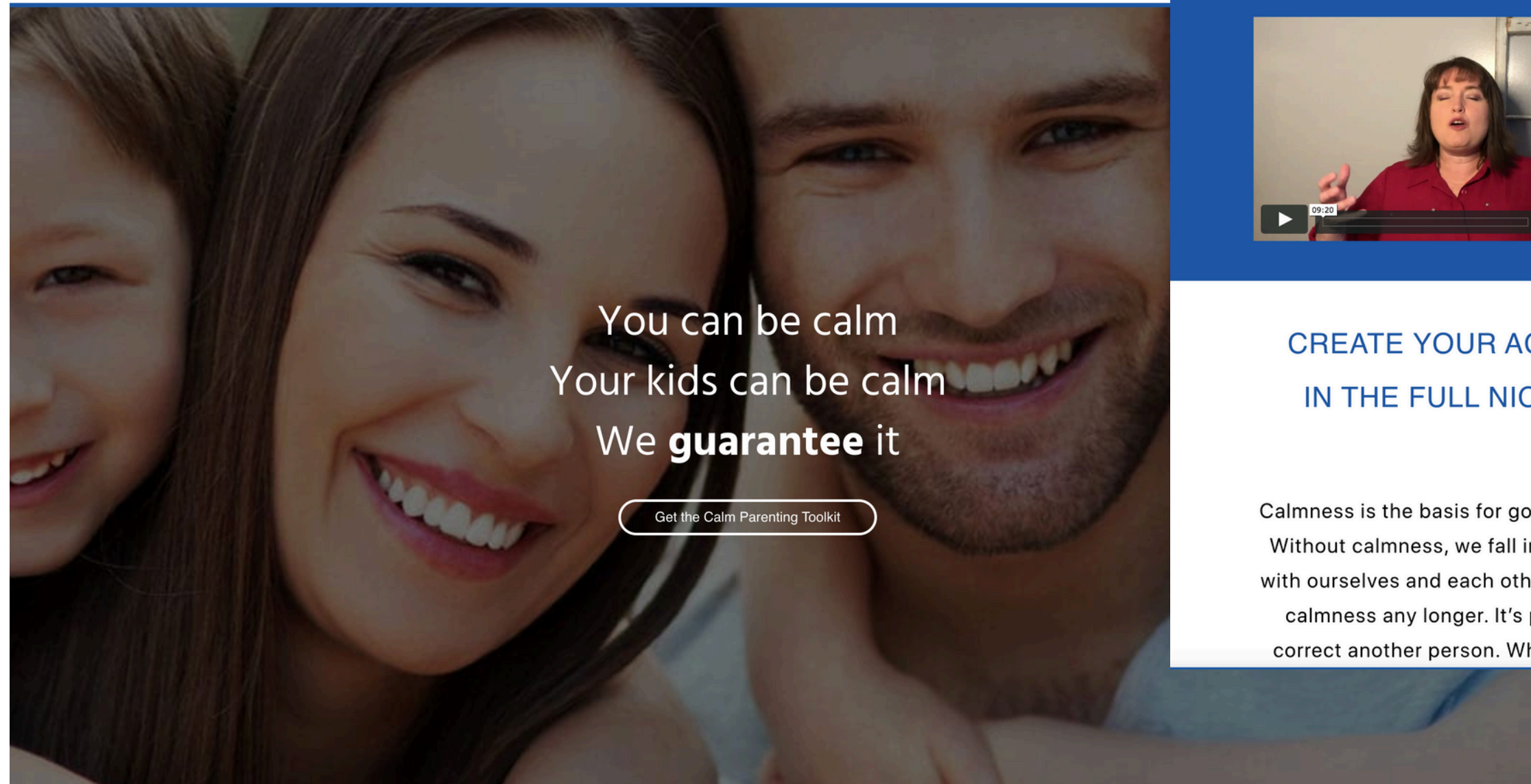
Free Trial



# CONTENT MARKETING **SALES FUNNEL**






# LET'S LOOK AT A FEW WE LIKE:




You can be calm  
Your kids can be calm  
We **guarantee** it

Get the Calm Parenting Toolkit

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[About](#) [Blog](#) [Videos](#) [Testimonials](#) [Events](#) [Store](#) [Members](#)  



### Welcome to the Calm Parenting Toolkit

View the introduction, then watch the rest for FREE by clicking below.

[Calm Parenting Toolkit](#)

## CREATE YOUR ACCOUNT TO ACCESS ALL 10 TOOLS IN THE FULL NICHOLEEN PECK CALM PARENTING TOOLKIT.

Calmness is the basis for good communication and understanding in relationships. Without calmness, we fall into power struggles and traps that make us frustrated with ourselves and each other. We don't need to accept this frustration and lack of calmness any longer. It's possible to calmly and assertively communicate and correct another person. Whether you struggle finding your own calmness or you

# LET'S LOOK AT A FEW WE LIKE:

## Start With Better Productivity.

Stop bringing your work home with you. Discover the recipe for a productive day, so you can win at work and succeed at life.

Download Now

Productive days don't just happen.  
They are *designed*.



### Unlock the recipe for designing a winning day—*Every day*.

In this **free eBook** from Michael Hyatt, you will:

- ✓ Learn how the world's highest achievers use rituals to design each day for maximum productivity.
- ✓ Discover the 5 steps to creating morning and evening rituals that set you up for daily success.
- ✓ Avoid wasted time and inefficient hours with the power of intentional, focused routines.

First name\*

Last name\*

Email\*

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Thanks, you're all set!

Your copy of *Recipe for a Productive Day* will land in your inbox shortly.

Looking for a powerful planner to make every day productive?

Design your days & achieve your biggest goals with **The Full Focus Planner**.



The Full Focus Planner is trusted by over 100,000 customers around the world.

Use coupon code **RECIPETEN** to get 10% off your planner  
(only available for a limited-time)

Claim Your Discount on The Full Focus Planner

Offer valid for one-time use.

# LET'S LOOK AT A FEW WE LIKE:



## FREE GUIDE: OVER 50 BUSINESS IDEAS FOR PASTORS

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.

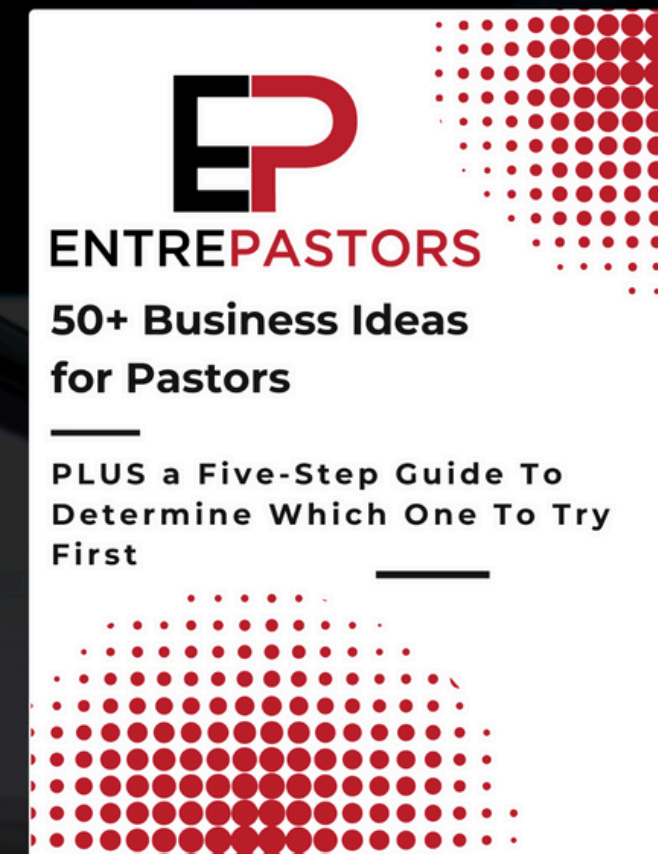
Developed for pastors by pastors.

PLUS we'll send you regular emails that will continue to guide your journey as an EntrePastor.

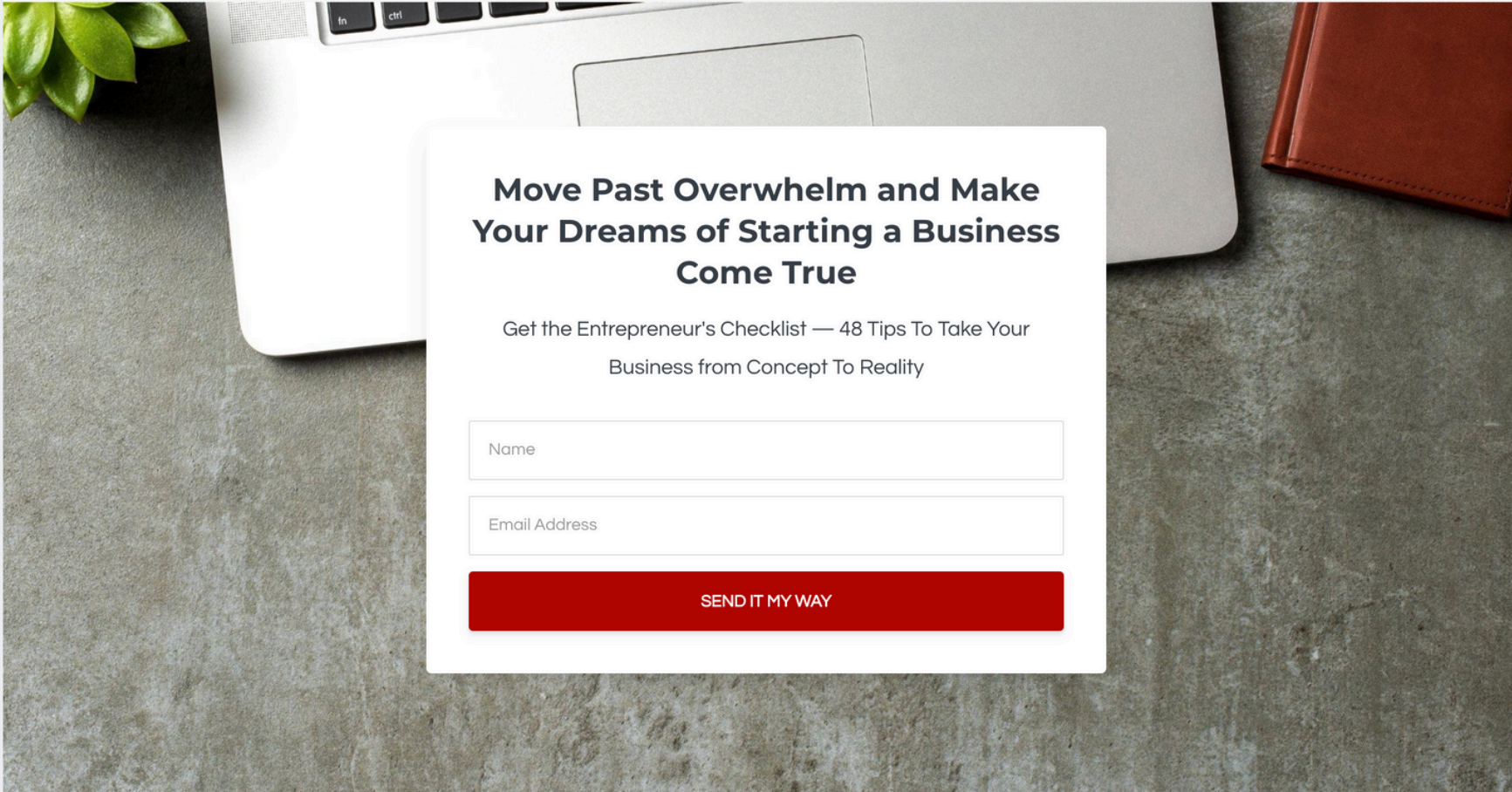

**Just tell us where to send your resources:**



Send Me the Guide




# LET'S LOOK AT A FEW WE LIKE:



### Move Past Overwhelm and Make Your Dreams of Starting a Business Come True

Get the Entrepreneur's Checklist — 48 Tips To Take Your Business from Concept To Reality

  
  
[SEND IT MY WAY](#)



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*Here's a checklist to help you work through the basics of developing your idea and growing your business*

To get it, click below for an automatic download.

[GET THE CHECKLIST NOW](#)

**If you're ready to take action, here's a resource for you:**

A Kickstart Guide To Starting Your Online Business to help you answer the 3 main questions entrepreneurs ask when starting a business:

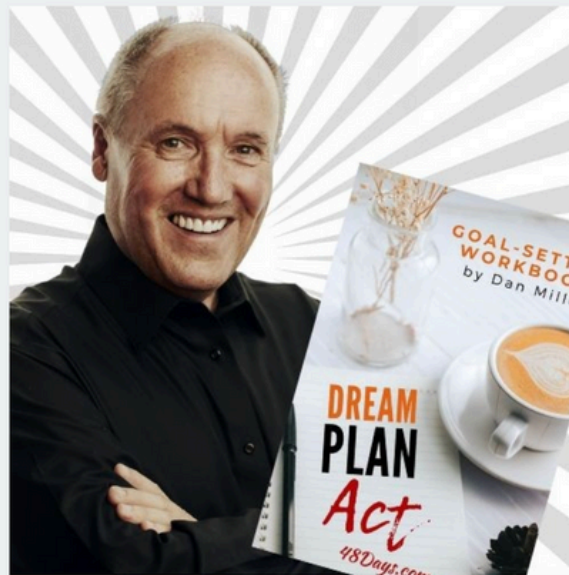
- What if I fail?
- How do I find the time?
- What product do I sell?

[GET IT NOW FOR ONLY \\$7](#)

# LET'S LOOK AT A FEW WE LIKE:

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.

## Congratulations Action Taker!

*Click below to download your FREE Goal-Setting Workbook*



DOWNLOAD NOW

If you really want to make the coming year the  
year you soar, the 48 Days Eagles Community  
is for you.

*Get on our waiting list now to be the first to find out when  
we open again.*

KEEP ME POSTED

# **OPT-IN TO A FEW IN YOUR NICHE**

**What did you like?**

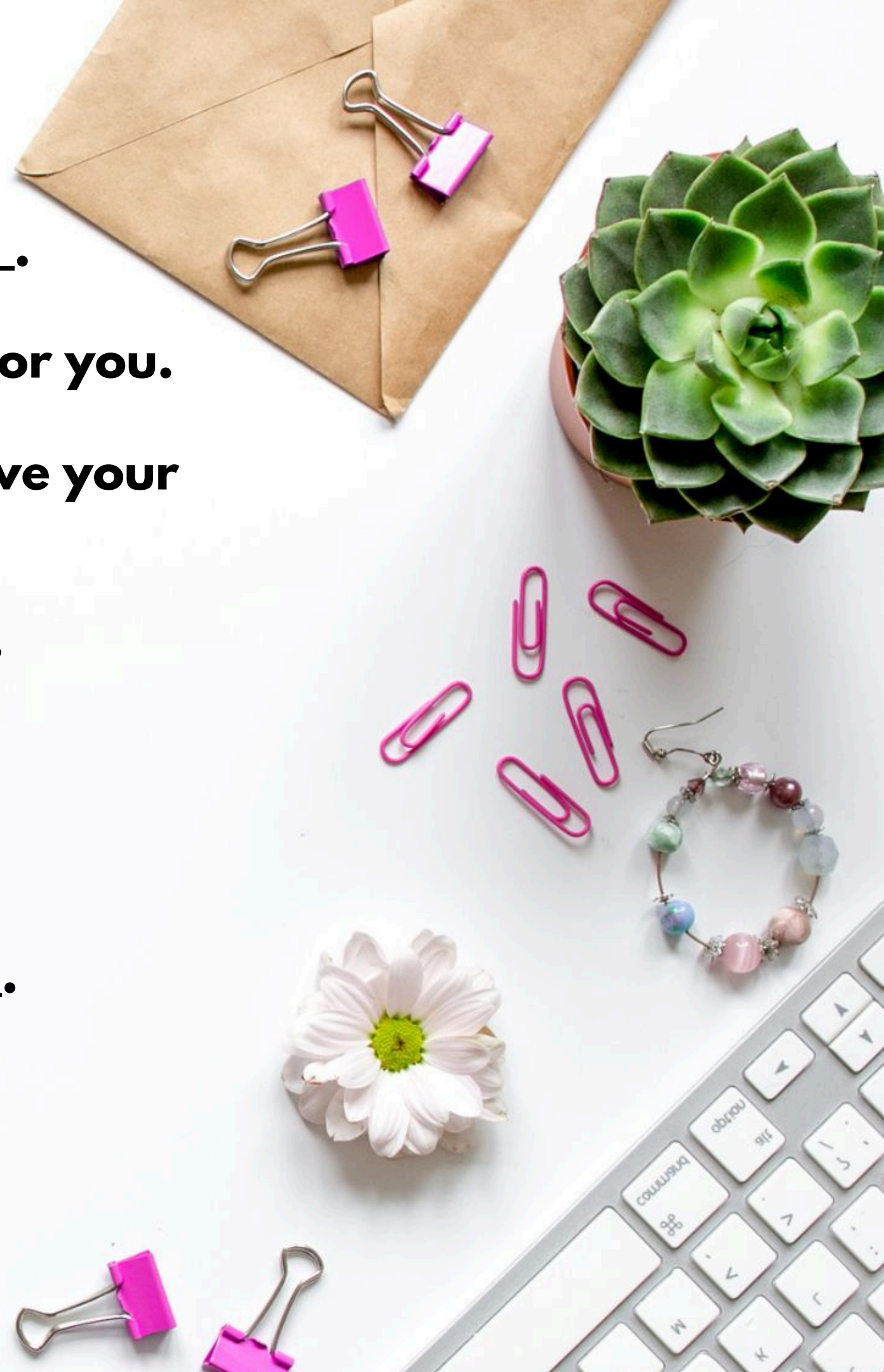
**What did you not like?**

**what felt like real value?**



# 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 \_\_\_\_\_.



# 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?**

