

GetResponse List Building Program

Get Your First 1,000 Subscribers

How to write your lead magnet

In our last episode... you researched your market to find out what information your audience craves.

Now that you've done your research

We're going to take all you learned about your visitors most pressing questions, deepest fears and biggest frustrations, and think of how you could most help them with those issues.

You want to come up with something simple. Your lead magnet shouldn't take them a long time to read. They want answers fast. They don't want to work too hard. It's your job to do the hard work for them.

That's why we recommend writing a checklist instead of a report for your lead magnet. Too often, marketers spend weeks writing a huge free report to get opt-ins with... when a simple checklist would have gotten a higher opt-in rate.

Solve their problem, and your audience will love you.

Good formats for incentives

Shorter is better. Your lead magnet should be no more than 5 pages long. 2 pages or less is ideal.

It should be in PDF format, and include your logo, your website and a link to your website in the PDF. This magnet you've made might get passed around. It could "go viral." Design it so it's easy for someone to find out more about you.

Make it pretty. People are visual. A logo is the very least you can do. A few nice illustrative photographs would help. A graphic that illustrates an idea or a system is even better.

Some ideas for lead magnets

For consultants:

- 5 Ways to Tell if an SEO Consultant Knows Their Stuff
- 10 Lies Most CPAs Tell Everyone
- How to Tell If You've Found the Right Designer
- The Ultimate Wedding Checklist
- How To Tell If You're Ready for a Life Coach

For affiliates:

- The Fly Fisherman's Ultimate Gear List
- The Ultimate Guide to Selling Your Own House
- The 12 Biggest Forex Lies
- 10 Rules of Dating – And When to Break Them
- The Definitive Guide to Losing Your Shirt With Internet Marketing

For ecommerce companies:

- 15% off next order
- Free gift (tell them specifically what the gift is)
- Entry into contest for \$500 worth of merchandise,
winner picked monthly
- 101 Amazing, Never-Seen-Before Paper Craft Ideas
– With Instructions

How to write your checklist in 25 minutes

There's a secret productivity method that works especially well for creative work. It's called the Pomodoro method, or Pomodoro technique.

It's based on brain science, and with the premise that the human brain works best in short, intense bursts of focus.

Basically, the Pomodoro method is to work in 25 minute intervals, with 5 minute breaks in between.

While you're in the middle of a Pomodoro (yes, that is Italian for "tomato"), you do NOTHING but the task at hand. If you cheat and check your email, or anything off task, you have to start the 25 minute interval over again. So no checking email. No answering the phone. No coffee refills. You do nothing but the task you've assigned yourself.

Using the Pomodoro technique

There are a number of Pomodoro apps (I like "Simple Pomodoro Timer"), timers and other gear, but really all you need is a way to time yourself for 25 minutes.

Write your checklist in 25 minutes

So find yourself a timer, get your market research notes out and your computer on. Set the timer to 25 minutes and go at it. Just get every idea you can down on the page, all the while remembering to deliver ideas that are simple, useful and entertaining. Don't worry about bad grammar, or even typos. And yes, it's OK to cut and paste from your research notes if you want.

Refine your checklist in 25 minutes

Finish your first Pomodoro, and then take a break. If five minutes isn't enough, take a 10 minute break.

Then head right back to your desk and set the clock for another 25 minutes.

This time, refine your work. Clean up a few sentences. Cut what isn't necessary. Make your thoughts clearer. Add a few bits of research to prove your points.

Ding! The 25 minutes will be up before you know it.

Next tutorial: finishing your lead magnet

Your lead magnet doesn't have to be anywhere near perfect. You've got another whole work session to refine it in – two more full Pomodoros. For now, you can move on to other work, or if you really want to keep going, keep working on your lead magnet.