

"Lead Magnets 201: How To Create Attractive & Consumable Lead Magnets That Gets Visitors To The Sales Page"



What are lead magnets?

Lead Magnet — *noun* — an irresistible bribe offering a specific chunk of value to a prospect in exchange for their contact information.

The goal of the Lead Magnet is to maximize the number of targeted leads you are getting for an offer.

AKA:

“Grabbers”

“Freebie”

“Bait”

Lead Magnets don't have to be lengthy. Or complex. Or time-intensive to create. In fact, a long and complex Lead Magnet will likely convert poorly.

You simply need to solve a *specific* problem with a *specific* solution for a *specific* segment of your market.

Here's the key...

Your Lead Magnet must be consumed by the prospect for it to have an impact.

We don't recommend, for example, a mini-course delivered over 14 days or a 300-page ebook as a Lead Magnet. These Lead Magnets take too long to consume and are unlikely to be specific.

After we share examples and ideas for good lead magnets, we will give you our 8-point lead magnet success checklist that you can use as a guide when creating all your lead magnets with going forward. (we learned it from Digital Marketer years ago and used it ever since)

But before we continue, it's important for you to understand that the single most important element of a successful Lead Magnet is...

Specificity

The perfect lead magnet will offer TREMENDOUS value within 5 minutes of opt-in.

THAT is the secret to getting your lead magnets CONSUMED.

Getting your lead magnets CONSUMED is the secret to getting your lead magnet to effectively do the job it is meant to do (get *genuinely interested* people to enter your sales funnel)

Specificity is the most important element in our 8-Point Lead Magnet Success Checklist.

Let's look at some different Lead Magnet types that do it right, and then we'll cover the eight points that must be included in every Lead Magnet...

1. Guide/Report

Reports and guides are among the most common types of Lead Magnets.

If you use a Lead Magnet of this type — be careful. You could easily violate the specificity rule with this kind of Lead Magnet.

Examples:

“The essential guide to internet marketing”

“Free visitors guidebook to New Orleans”

2. Cheat Sheet/Handout

Cheat sheets and handouts work well.

They have a different “feel” to them than reports or guides.

They are generally very short (one page or so) and cut straight to an ultra-specific point.

You can deliver these as checklists, mind maps, or “blueprints.”

Examples:

“The Ultimate SaaS Metrics Cheat Sheet”

“A cheat sheet for writing blog posts that go viral”

“Checklist for productive meetings”

3. Toolkit/Resource List

A toolkit or resource list can make a great Lead Magnet for the right business and market — this can be delivered as a “starter kit,” or templates, or a glossary of things they need to know.

Design Thinking for Educators offers this free toolkit for process overview, methods, and instructions that help put Design Thinking into action, and the Designer’s Workbook to support your design challenges...

Design Thinking for Educators

VERSION 2
Download Toolkit

HOME DESIGN THINKING DESIGN EXAMPLES ABOUT THE TOOLKIT SHARE A STORY

Download

Design Thinking for Educators
Version 2.1 | September 2012

The toolkit contains a Design Thinking process overview, methods and instructions that help you put Design Thinking into action, and the Designer's Workbook to support your design challenges.

Sign up to download the free toolkit!

First Name

Last Name

Email

Location

Profession

How did you hear about Design Thinking for Educators?
Personal referral

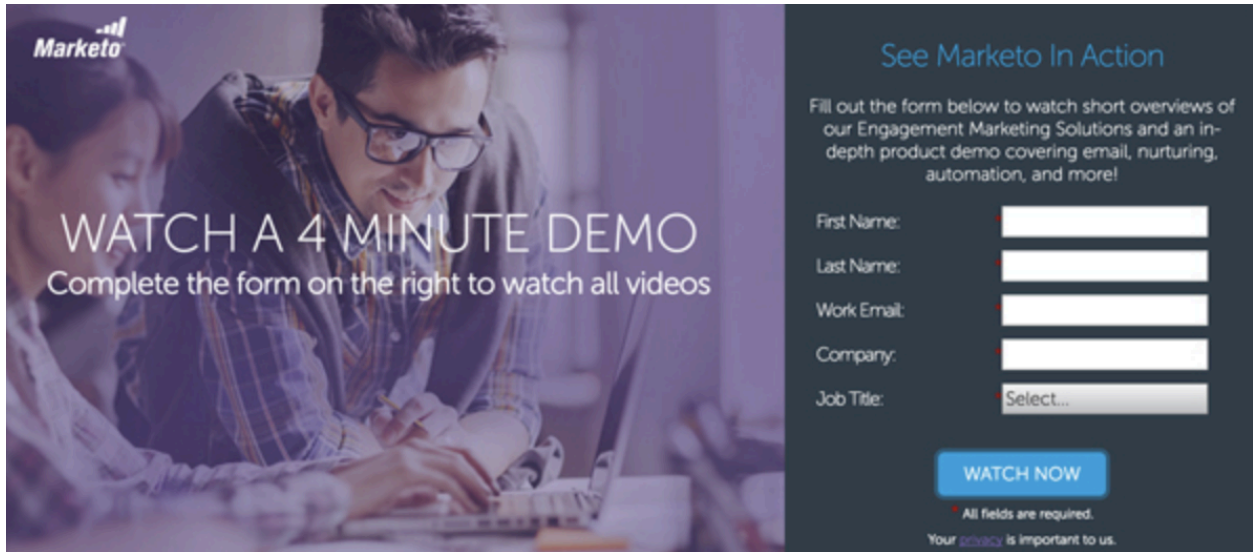
I've also seen someone offer a “Time Management Toolkit”

“Trello Quick Start Kit”

“The Giant Guest Blogging Index”

4. Video Training

If it makes sense, and you have the skillset, video can be a very effective way to deliver on your Lead Magnet.



The image shows a promotional banner for Marketo. On the left, there is a photograph of two people, a man and a woman, looking at a laptop. The Marketo logo is in the top left corner. Overlaid on the photo is the text: "WATCH A 4 MINUTE DEMO" in large white letters, and "Complete the form on the right to watch all videos" in smaller white letters below it. On the right side of the banner, there is a dark blue background with white text. The heading "See Marketo In Action" is at the top. Below it, a paragraph says: "Fill out the form below to watch short overviews of our Engagement Marketing Solutions and an in-depth product demo covering email, nurturing, automation, and more!". A form follows with five fields: "First Name:", "Last Name:", "Work Email:", "Company:", and "Job Title:". The "Job Title:" field has a dropdown menu with "Select..." as the placeholder. Below the form is a blue button with the text "WATCH NOW". At the bottom right, there is a small red asterisk and the text "All fields are required." and "Your privacy is important to us."

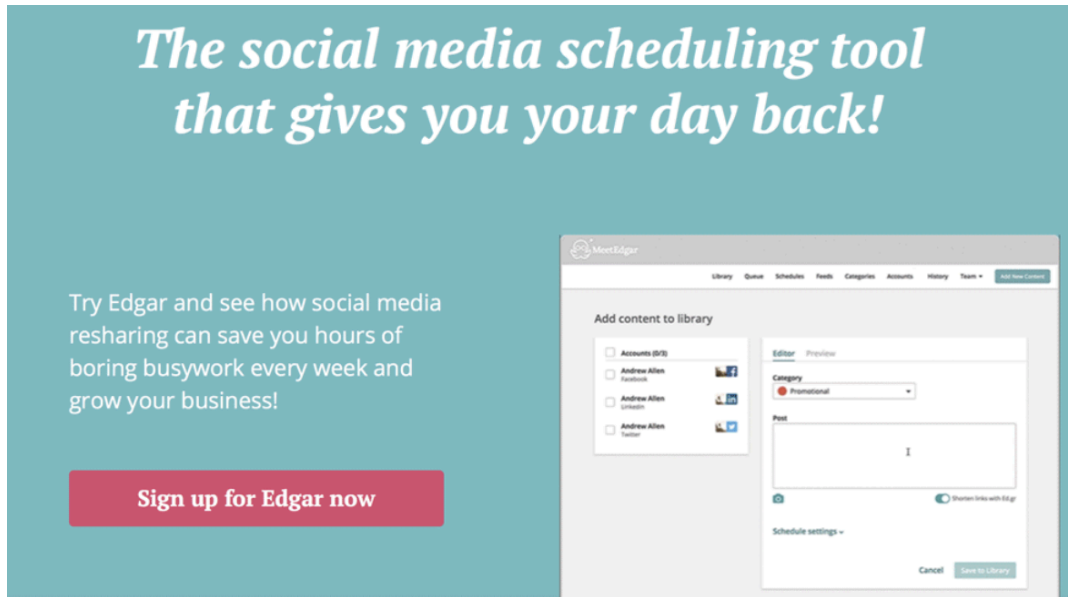
Other examples:

“Video Training Reveals: (Desired Benefit Your Prospect Wants)”

“Video Tour Of Membership Dashboard”

5. Software Download/Free Trial

Software companies often offer a free trial of their software as a Lead Magnet.



The social media scheduling tool that gives you your day back!

Try Edgar and see how social media resharing can save you hours of boring busywork every week and grow your business!

[Sign up for Edgar now](#)

The image shows a screenshot of the Meet Edgar web interface. The interface includes a navigation bar with 'Library', 'Queue', 'Schedule', 'Feeds', 'Categories', 'Accounts', 'History', and 'Team'. Below the navigation bar, there is a section titled 'Add content to library' with a list of accounts (Andrew Allen) and a 'Post' editor. The editor includes a 'Category' dropdown set to 'Promotional', a text area with the letter 'I', and a 'Schedule settings' section. A 'Save to Library' button is visible at the bottom right of the editor.

pipedrive

English (US) Login

[Try it free](#)

WE MAKE SALESPEOPLE UNSTOPPABLE

A sales CRM built for minimum input and maximum output

[Try it free](#)

Immediate access. No credit card required.

Organize Your Marketing In One Place

A family of agile marketing products that will help you stay focused, deliver projects on time, and make your team happy.

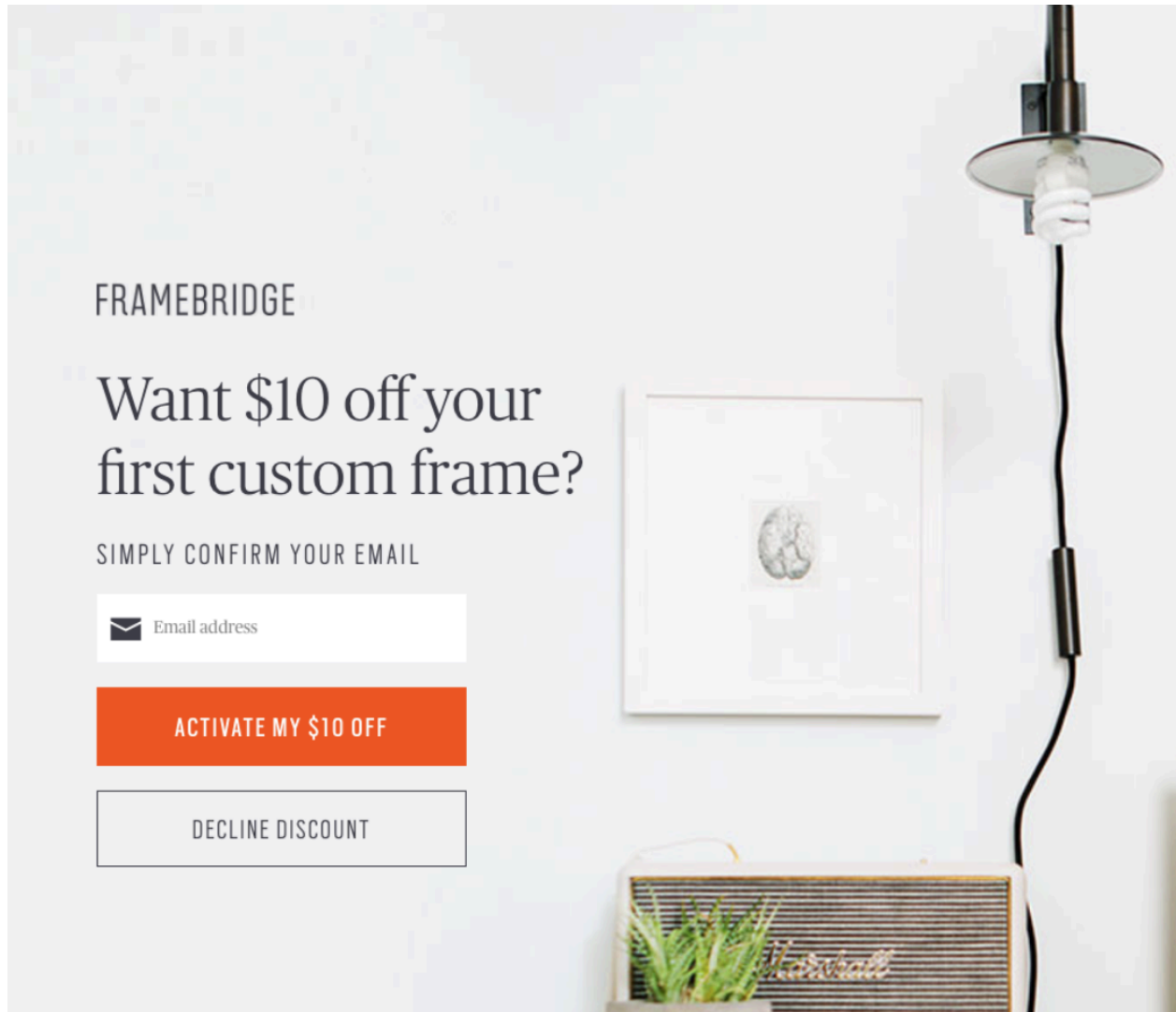
[Get Started Free Now](#)

[Or Request A Demo](#)

6. Discount/Free Shipping

For those selling physical products on or off-line, discount clubs or free shipping offers can be an effective Lead Magnet type.

“Free Overnight Shipping”

A promotional banner for FRAMEBRIDGE. The background is a light-colored wall with a framed picture, a hanging lamp, and a Marshall speaker with a plant. The text on the left reads: "FRAMEBRIDGE", "Want \$10 off your first custom frame?", "SIMPLY CONFIRM YOUR EMAIL", an email input field with a placeholder "Email address", an orange button "ACTIVATE MY \$10 OFF", and a white button "DECLINE DISCOUNT".

FRAMEBRIDGE

Want \$10 off your first custom frame?

SIMPLY CONFIRM YOUR EMAIL

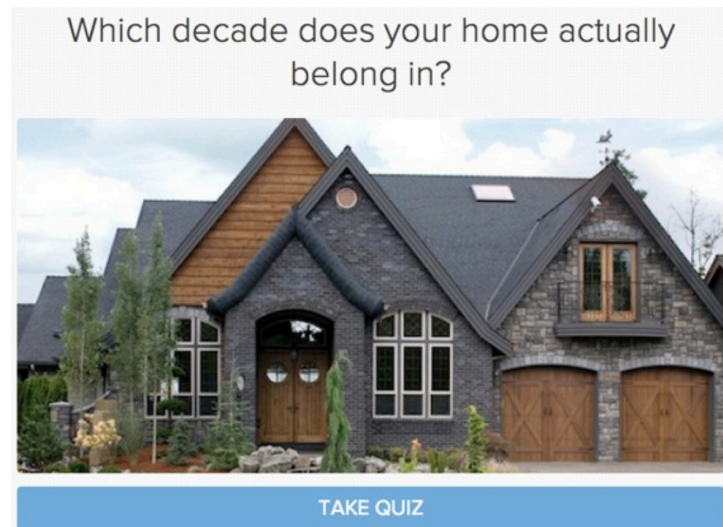
Email address


ACTIVATE MY \$10 OFF

DECLINE DISCOUNT

7. Quiz/Survey

An online quiz or survey can be a very engaging way to generate new leads. To get the results of the quiz or survey, participants must give an email address. The results will then be delivered to that email address




FROM START TO FINISH

Enter Your Email To See Your Results

Plus get our free home improvement tips.

[See My Results](#)

[SKIP THIS STEP](#)

8. Assessment/Test

An assessment or test, particularly if it is delivered online to increase the speed of consumption and gratification, can make a powerful Lead Magnet.

Conscious Kids Club
Healing Ourselves, Empowering Our Children

TAKE YOUR FREE CHILDREN'S BEHAVIOUR ASSESSMENT QUIZ
Get your child's behaviour expert help!

1. Learn the most stress free and efficient ways to "parent" your child.
2. Learn their unique gifts and learning styles
3. Improve the energy and flow in your home
4. Raise happy and confident children
5. Empower yourself as a parent

Start My Child's Behaviour Assessment Quiz

We do our best as possible so we can better help you. We will never share your information.

"Conscious Kids Club is not just an extra-curricular but it teaches so many more skills they need in this 'doing' rather than 'being' world!"
Johann
Vancouver BC, Canada

9. Blind/Sales Material

In some cases, the most desired piece of information for the market is pricing and descriptions of products or services.

The new 2018 IKEA® Catalog is coming!

Get ready for a better life at home! The new 2018 IKEA catalog is full of smart, beautiful solutions, all designed to help you achieve a better everyday life at home!

Sign up to receive your printed catalog, or download the digital version (available 8/7) today.

[SIGN UP NOW!](#)

Not an IKEA® FAMILY member yet?

Join IKEA FAMILY to create your profile and have access to product discounts and much more.

[SIGN UP TODAY](#)

[What is IKEA FAMILY?](#)



8-Point Lead Magnet Success Checklist

1. Ultra-Specific

Lead magnets should NEVER be vague. They must offer an ultra-specific solution to an ultra-specific market.

2. One Big Thing

Everyone wants a “magic pill” or “silver bullet,” so it’s always better to make and deliver one big promise as opposed to a lot of little ones.

3. Speaks to a Known Desired End Result

What does your market REALLY want? If you can figure that out and offer a Lead Magnet that promises it, prospects will gladly give you their contact information.

4. Immediate Gratification

Avoid using newsletters and multi-day courses as a Lead Magnet. Your market wants a solution and they want it NOW.

5. Shifts the Relationship

The best Lead Magnets do more than inform... They actually change the state and mindset of your prospects so they’re pre-framed to engage in future business with your company.

6. High Perceived Value

Just because it’s free, doesn’t mean it should LOOK free. Use professional graphics and imagery to establish real monetary value in the mind of the visitor.

7. High Actual Value

If your Lead Magnet is all sizzle and no steak, you may get prospects’ contact information, but you’ll lose their attention. To win, you must promise AND DELIVER the goods.

8. Rapid Consumption

You don’t want your Lead Magnet to be a roadblock in your sales funnel, so, ideally, it should be able to be consumed or experienced within five minutes.

After They Opt In

The Lead Magnet Thank You page is often where we make our next offer.

If the Lead Magnet is difficult to consume (a 300-page book, a 30-day email course) the conversion rates on this offer suffer.

Here's the big takeaway... Many of the items in this checklist boil down to this underlying principle: **Specificity matters.**

Take a look at your Lead Magnet through the eyes of this checklist.

Are you promising too much? If so, test something more specific.