

Creating a Lead Magnet

Lesson 3 & 4

Definition:

A lead magnet is a very specific chunk of information that is highly actionable and used in exchange for an opt-in. These allow for segmentation and acquiring quality prospects.

A strong lead magnet is:

- 1. Highly Actionable**
- 2. High Perceived Value**
- 3. High Actual Value**
- 4. Easy to Consume**

Great Media for Lead Magnets:

- **checklists**
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-  **The "You Forgot" reminder trick that brings in tons of new customers and leads**, even after they've

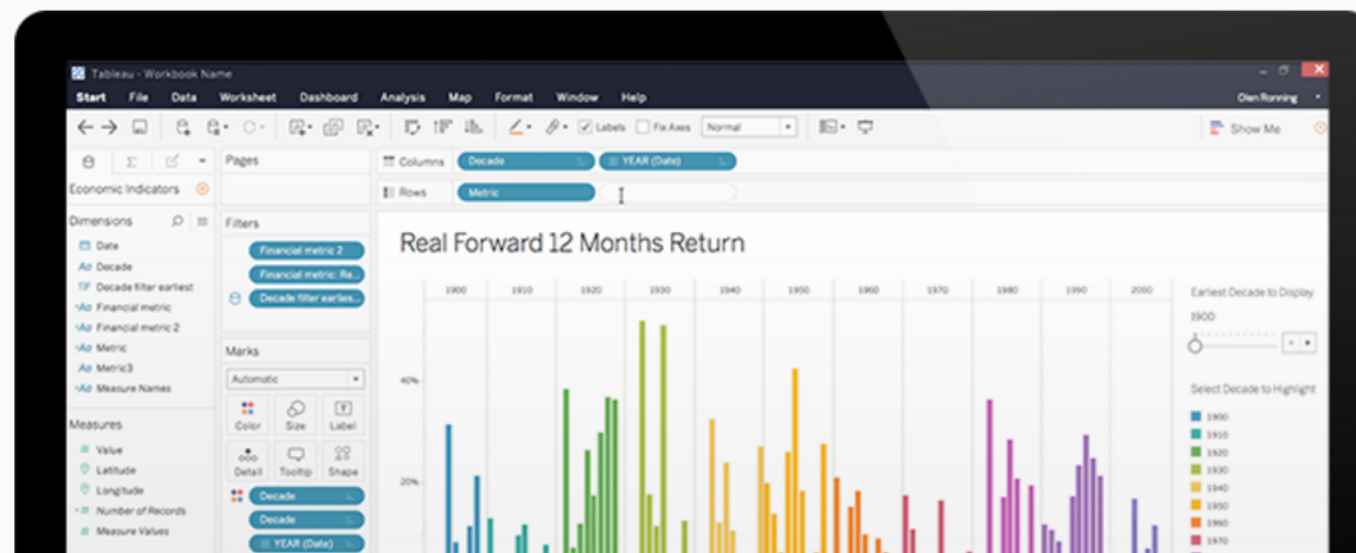
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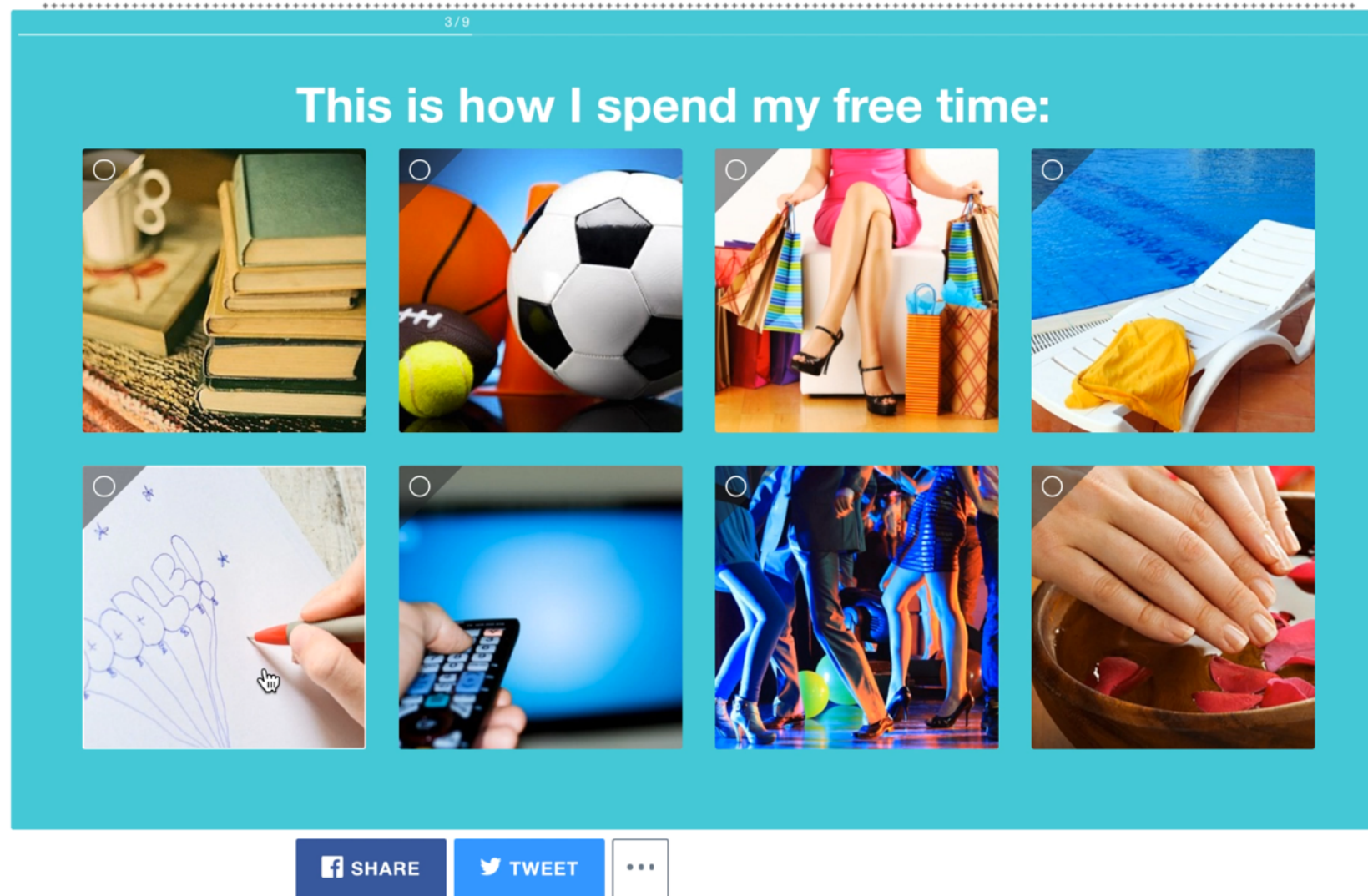
An example of a lead magnet used at Digital Marketer: Free template for entrepreneurs. Effective because it promises immediate, specific and actionable value.

Tableau Desktop: Start your free trial

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Free Trials for software can make strong lead magnets for SaaS companies.

Find Your Frame: Take the Zenni Quiz!



Zenni Optical's "Find your Frame" quiz is an excellent example of an eCommerce site acting as the prescriber of their own product.

Free Phone Consultation for Back Pain

Inviting the prospect to try an exercise over the phone allows them an opportunity to get over the trust gap that exists between customer and provider, as well as their own internal trust gap.

