

# THE **LEAD MAGNET** EXPLAINED

# WHAT IS A LEAD MAGNET?

A small “chunk” of value that solves a SPECIFIC problem for a SPECIFIC market that is offered in exchange for an opt-in.

# This Is Not A Lead Magnet...

**SUBSCRIBE TO OUR FREE DAILY NEWSLETTER**

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**SUBSCRIBE TO OUR NEWSLETTER**

Your E-mail Address

**SUBSCRIBE**

The image shows a newsletter subscription form with a background of an American flag. The text 'SUBSCRIBE TO OUR NEWSLETTER' is prominently displayed in red. Below it is a white input field for an email address, and a red button with the word 'SUBSCRIBE' in white.

# LEAD MAGNET CHECKLIST

- ✓ Offers an ultra-specific solution to an ultra-specific market
- ✓ Promises “one big thing” (as opposed to a lot of little things)
- ✓ Speaks to a known desired end result
- ✓ Offers immediate gratification (no newsletters, podcasts, etc.)
- ✓ Moves prospect down a “continuum of belief” (What NOT how)
- ✓ Has a high perceived value
- ✓ Has a high ACTUAL value (contains an “Aha Moment”)
- ✓ OPTIONAL: Can be consumed in 5 minutes or less

# TYPES OF LEAD MAGNETS

# CASE STUDIES

Free Case Study Video Reveals:

“How We Generated 250 Leads in 18 Hours AND Increased Engagement & ‘Likes’ To Our Facebook Page...Just By Giving Away Real (and super cheap) Stuff...”

The screenshot shows the Facebook Admin Panel for the page 'Free Digital Reads'. The 'Posts - Notifications' section contains a table with the following data:

Post	Total Reach <sup>7</sup>	Paid Reach <sup>7</sup>	Promotion
Readers, We have 5 Free eBooks + ...	4,130	--	gi Boost Post
Get your FDR Limited Edition "Book...	10,128	5,808	Boosted
★ Happy Halloween, Readers! We hav...	14,832	--	gi Boost Post
Readers - we have another Amazo...	19,920	7,848	gi Boost Post
★ Congratulations to Kristie Stewart, ...	2,415	--	gi Boost Post

The 'Insights' section shows a reach of 44,739, which is a 129.1% increase from the previous week. Below the insights is a 'Promote Page' button.

Enter your email address

Get Instant Access!

We value your privacy and would never spam you

FOR MORE INFO SEE: <http://socialadpower.com/case-study/>

# TOOLKIT/RESOURCE LIST

**"Get Free Instant Access To Three Amazing Online Marketing Resources (For Kicking Your Business Into High Gear)"**

-  **The Internet Business Toolkit -**  
*a comprehensive list of every tool, software, and utility we use to run our online businesses.*
-  **The Top 10 Episodes of The Marketing Show**
-  **10 Super Easy Guidebooks** (that inject ninja marketing moves *directly into yo' brains*)

Enter Your Email Address Here

 **FREE INSTANT ACCESS**

FOR MORE INFO SEE: <http://www.leadpages.net/how-to-bribe>

# ANSWER THEIR #1 QUESTION

## **“You’re About To Learn Secrets That Most Men Will Never Know About Women...”**

Inside you’ll learn...

- “The Kiss Test” - How to tell if she’s ready to be kissed.
- The difference between how men and women think about dating - and why most women want to keep you from being successful.
- How to use “secret” body language to keep a woman’s attention.
- How to approach a new woman that you’d like to meet - and exactly what to say to start a conversation without “pick up lines”.
- Fun places to take women that are FREE - no paying for expensive dates...
- And much, much more...

Just use your first name and valid email as your password - then click the “Free Instant Access!” button to enter (Use the same password when returning. All information kept 100% confidential). Allow the next page a few seconds to load.

First Name:

E-Mail:

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## A.K.A. “SANDWICH CONTENT”

### **“How To Tell If She’s Ready To Be Kissed”**

I used to have no idea if a woman was ready to be kissed.

I could be sitting there talking to her, thinking to myself “Wow, her lips really look nice...” but I didn’t know what to do next. This would often leave me kissless, and many times kissless for good, as I didn’t get another chance.

Here’s what I do now:

If I’ve been talking to a girl, and I want to know if she’s ready to be kissed, I’ll reach over and touch her hair while we’re talking and make a comment about it. I’ll say “Your hair looks so soft” and just touch the tips of it.

If she smiles and likes this, I’ll reach back over and start stroking it again, but this time I also glance down at her lips and back up to her eyes a couple of times. If she lets me keep touching her hair, I know that she’s ready to be kissed.

By using “The Kiss Test” I’ve been kind and complimentary, but by being very **SUBTLE** about it, I haven’t given her anything she can object to. I now have a way of knowing if she’s ready to be kissed that **NEVER** gets me rejected—and I know within 5 minutes what it used to take me hours or days to figure out...

[Next Page](#)



# REPORT/GUIDE

## HOW TO SELL 100 BOOKS A DAY

Ryan Deiss

Read This FREE Report  
**How to Sell 100 Books A Day on Amazon Kindle**

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2012 - 2013

WHOLESALE CATALOG & PRICE LIST

GET OUR FREE CATALOG

Get Access Today To This Survival Life Exclusive Report

## Grow Enough Food To Feed a Family of 4 In Just 4 Square Feet Of Space – Even If You Don't Have A Yard!

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Your Information is 100% Secure With Us And Will Never Be Shared With Anyone.  
By providing Survival Life with your email address, we are giving you a complimentary subscription to our Survival Life newsletter. You can unsubscribe at any time.

First Name \*

Company

Email \*

Phone 1 \*

Shipping Street Address 1

Shipping City

Shipping State

Shipping Postal Code

# FREE DOWNLOAD/TRIAL



PRODUCTS ▾ BUSINESS MARKET BLOGS ▾

Go Premium | Sign In

## Remember Everything

Evernote apps and products make modern life manageable, by letting you easily collect and find everything that matters.

Create a free account

Sign Up



The Evernote Market  
Products that go beyond the app.

Evernote Referral Program  
Invite friends. Get Premium.

The new Evernote Business  
Your team. Smarter.

FOR MORE INFO SEE: <http://www.evernote.com/>

# ASSESSMENT/TEST

[Blog](#)

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QUICKSPROUT


## DO YOU WANT MORE TRAFFIC?

LEARN THE NUMBER 1 REASON YOU ARE NOT GETTING ENOUGH  
TARGETED TRAFFIC TO YOUR WEBSITE!

Enter your URL:

http://

SEARCH

 Compare Up to 3 Competitors

FOR MORE INFO SEE: <http://www.quicksprout.com/>

# QUIZ/SURVEY



*Four Time Golf Instructor of The Year Jim McLean  
Helps You Discover Your #1 "Death Move"*

Not satisfied with your swing?  
Here's your Free Chance to turn your game around. Limited time only!



**Are You a Man or Woman?**

(The reason for asking, is because men & women tend to suffer from *different* Swing Killers...)

- Male
- Female

FOR MORE INFO SEE:

<http://mcleangolf.revolutiongolf.com/free-death-move-analysis-tool>

# CHEAT SHEETS/HANDOUTS

 DIGITALMARKETER

## THE ULTIMATE SOCIAL MEDIA SWIPE FILE

COPY & PASTE THESE 72 PROVEN HEADLINE FORMULAS TO GET MORE CLICKS FROM FACEBOOK, TWITTER AND YOUR OWN BLOG...

- ✓ 13 "PIGGY-BACK" HEADLINES THAT ETHICALLY ALIGN YOUR MESSAGE WITH TRUSTED BRANDS AND AUTHORITIES...
- ✓ 18 "THREATENING" HEADLINES YOU CAN DEPLOY IN ANY MARKET (BE CAREFUL WITH THESE...)
- ✓ THE ABSOLUTE EASIEST HEADLINE FORMULA TO WRITE...AND 41 EXAMPLES YOU CAN COPY AND PASTE PLUS...
- ✓ 3 SIMPLE HACKS TO OPTIMIZE ANY HEADLINE IN 12 SECONDS OR LESS...



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uses a fun design to convey a serious message



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Flip through these 53 brilliant homepage designs to inspire your own homepage design strategy for 2014.

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Free Guide:

### "How to Use Landing Pages for Business"

This introductory guide will help you get the most out of your landing pages and optimise for conversions.

16,150 DOWNLOADS



Downloaded by **7,855** marketers

Free Guide:

### "The Anatomy of a Five-Star Email"

Learn the 12 components of a five-star email. In this download, you'll also find a one-page printout that you can reference when you craft your emails.

7,855 DOWNLOADS

LET'S TALK **SPECIFICS**...



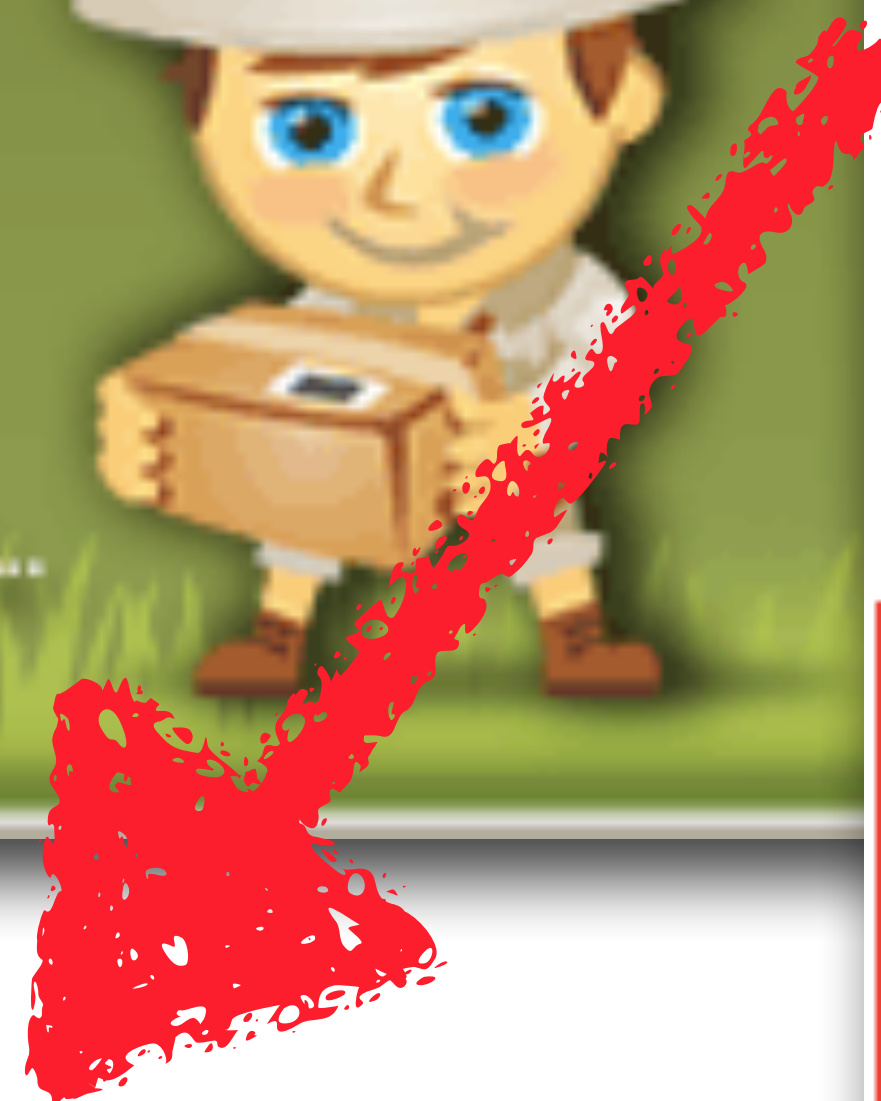
# Which Lead Magnet Is More Compelling?

Join 205,000+ of your peers! Get our latest articles delivered to your email inbox and get the FREE Facebook Marketing Video Tutorial!

Enter your name

Email

**I'D LOVE UPDATES** [More Info...](#)



**“CASE STUDY: How We Generated 250 Leads From Facebook in 18 Hours...Without Spending a Dime On Advertising”**

**Digital Marketer**  
12 November 2013

[FREE Video Case Study] We generated 250 leads and increased engagement on Facebook in 18 hours... without any paid FB advertising. No joke. <http://bit.ly/1bAN89u>

Want to see how we did it? Watch this Free Screenshare video from our founder, Ryan Deiss: <http://bit.ly/1bAN89u>

**Page Likes**

72,167 Total Page Likes  
▲0.1% from last week

69 New Page Likes  
▼17.9%

— This week  
— Last week



**Post Reach**

45,433 Total Reach  
▲122.3% from last week

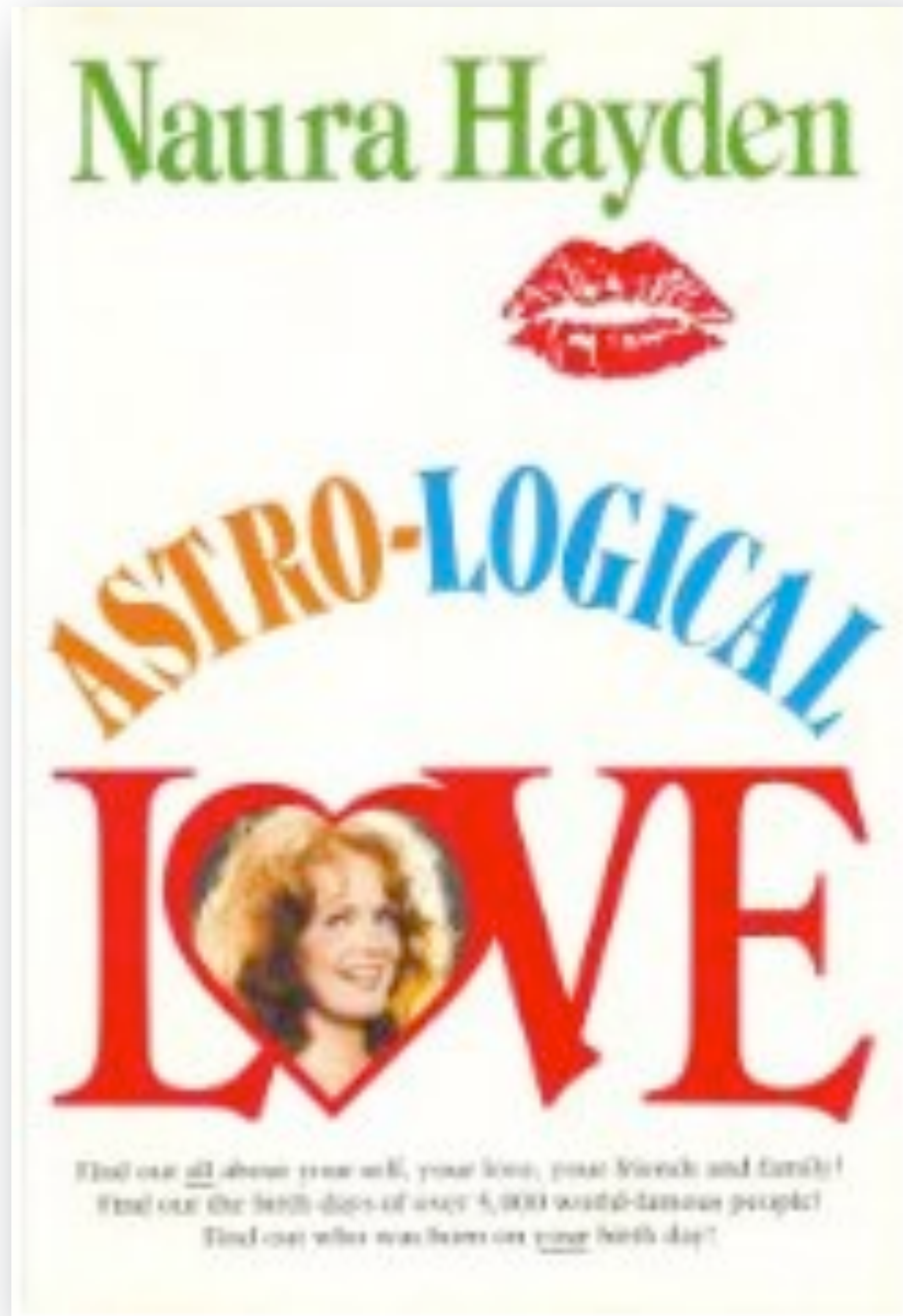
44,739 Post Reach  
▲128.1%

— This week  
— Last week

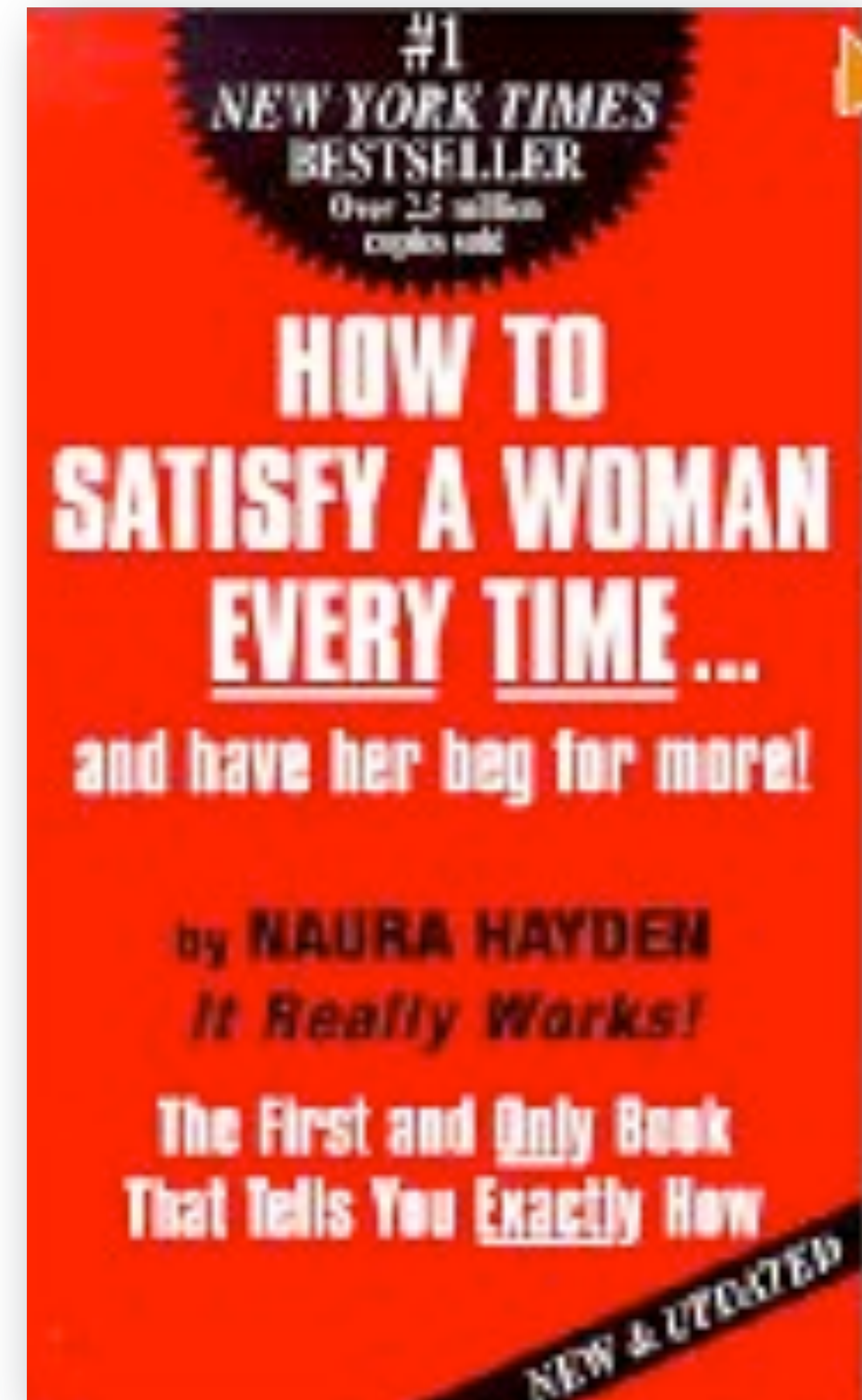


Like · Comment · Share 154 17

# Names Matter...Speak To A Specific Desire!



**Published: 1982**  
**Sold: < 5000**



**Published: 1998**  
**Sold: 2.5 MILLION+**

# WHAT'S WRONG WITH THIS LEAD MAGNET?

# NO SPECIFIC INTEREST!!

The image shows a screenshot of a website for 'URBAN SURVIVAL GUIDE' by David Morris. The page features a navigation bar with links for 'URBAN SURVIVAL SECRETS', 'SURVIVAL REPORTS', 'MEMBERS' LOGIN', and 'CONTACT US'. The main content area is a lead magnet form with the headline: 'You're About To Learn Inside Secrets To Survive Disasters, Pandemics, Economic Collapse, and Breakdowns In Civil Order'. Below the headline is an image of several report covers, including 'THE SPARTA PRINCIPLE', 'WORKING CLASS', 'KIT', and 'PLUS'. To the right of the image is a text box that says 'GET FREE ACCESS TO 6 SURVIVAL REPORTS' and provides instructions for entering an email address. Below this is a yellow button labeled 'GET MY FREE REPORTS'. At the bottom of the page, there is a summary of what users will learn, including points about survival being a necessity, preparing for disasters, and building a team. The page also features a logo for 'NRA Business Alliance' and a footer with the text 'And that's just a tiny sampler!'.

**URBAN SURVIVAL GUIDE**  
BY DAVID MORRIS

URBAN SURVIVAL SECRETS | SURVIVAL REPORTS | MEMBERS' LOGIN | CONTACT US

**You're About To Learn Inside Secrets To Survive Disasters, Pandemics, Economic Collapse, and Breakdowns In Civil Order**

**GET FREE ACCESS TO 6 SURVIVAL REPORTS**

This Confidential, Under-the-Radar 6-Part Series Gives You Important Secrets for Surviving Any Natural or Man-Made Emergency.

Enter your email address in the form below for instant access to the "Urban Survival" mini-course as well as our weekly "Urban Survival Newsletter" containing tactics, tips, and updates.

Enter Your Email Address Here

**GET MY FREE REPORTS**

**NRA Business Alliance**  
The Business of Freedom.

**Get This Free Mini Course** | Enter Your Email Address Here | **GET MY FREE REPORTS**

Once inside you'll learn...

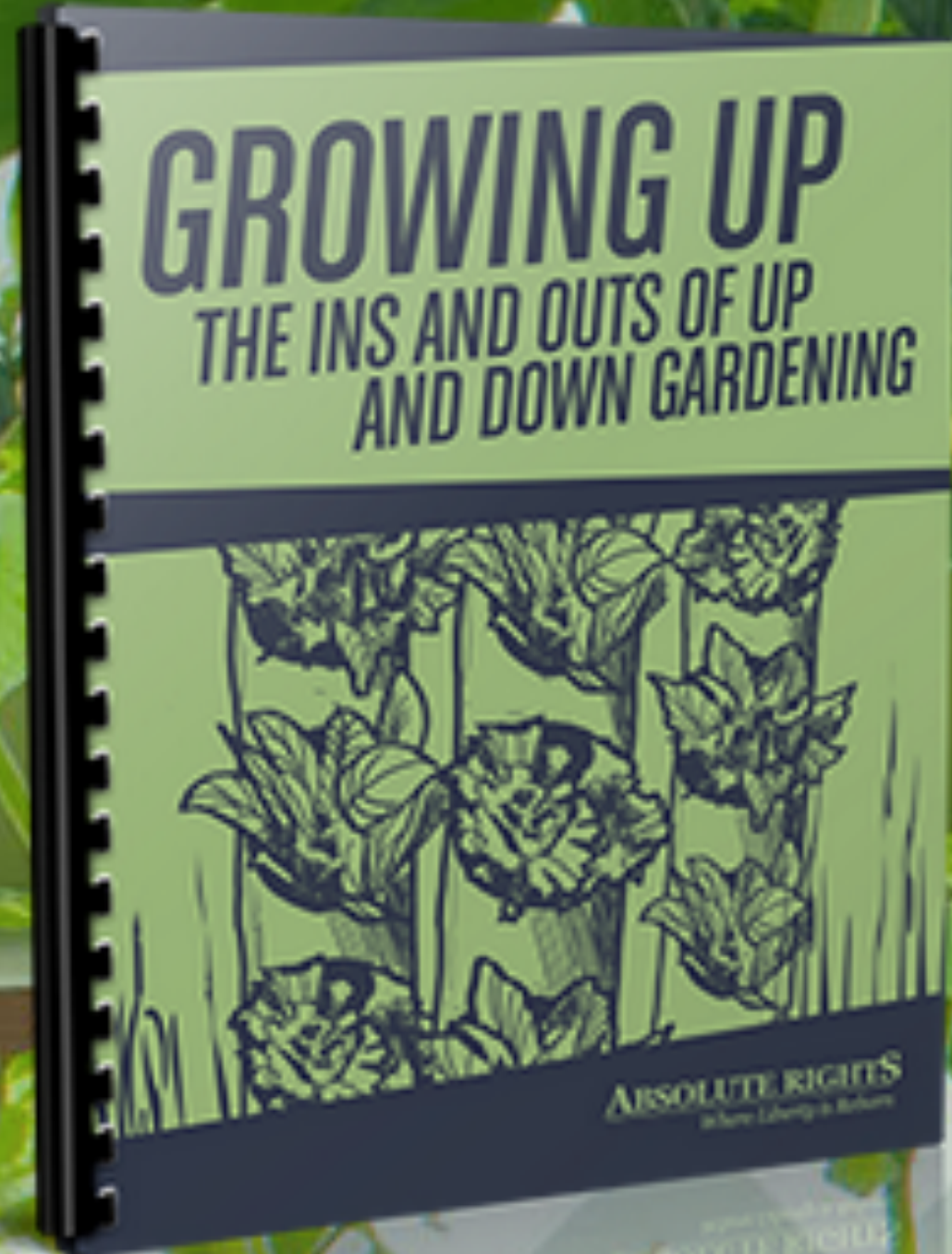
- ✓ Survival is NOT a luxury reserved for the rich and how you can quickly and inexpensively put a survival plan into place to ride out disasters right where you currently live.
- ✓ Why you probably won't be able to get out of the city...besides heavy traffic, many small towns are preparing blockades to protect themselves from the "golden horde" of people fleeing cities.
- ✓ How to prepare for disasters without making yourself a target for thieves now and looters later. Nothing screams "rob me!" like piles of survival supplies stacked in your garage.
- ✓ How to create a plan that will work in the real world...even if you're out of town and your family is home alone when the balloon goes up.
- ✓ You don't have time to learn everything. I'll show you how to build a team of like-minded people with complimentary skills without compromising operational security and making yourself a target.
- ✓ Why most survival plans miss one of eight key factors. Missing a single one of these will likely mean the difference between success and failure. You don't have too many chances to fail in a survival situation.

And that's just a tiny sampler!



Get Access Today To This Survival Life Exclusive Report

# Grow Enough Food To Feed a Family of 4 In Just 4 Square Feet Of Space – Even If You Don't Have A Yard!



Your E-mail Address

**Get Instant Access**

This is a FREE service from Survival Life. Credit card is NOT required.

Your Information is 100% Secure With Us And Will Never Be Shared With Anyone.  
By providing Survival Life with your email address we are awarding you a complimentary subscription to our Survival Life e-newsletter. You unsubscribe at any time.

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Survival Life



ENTER

SUBSCRIBE

Limited Time Offer

## Grow Enough Food To Feed a Family of 4 In Just 4 Square Feet Of Space – Even If You Don't Have A Yard!

COMMENTS

On Spices That

# THIS WORKED BETTER...

# SPEAKS TO A KNOWN DESIRE....



**FREE!** “The 'Forgotten' Trading System That is **RIGHT 89.1% of the Time**, *plus* How To Predict Breakouts in the Currency Markets Days Before They Actually Occur...”

Enter your email address in the form below and I'll send you free instant access to "Forex Gap Trading: The Forgotten Trading System That Is **RIGHT 89.1% of the Time** "...



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**IN OTHER WORDS...**

# BE SPECIFIC!!!

(Or the terrorists will win...)

# FINDING THE HOOK

“If you had two minutes to impress someone, what would you say, show or give them that would blow their mind?”



# FINDING THE HOOK

“What’s the one thing...more than anything else...your prospects truly want to know?” (ex. How much is my property worth? When can I kiss her? How do I implement a Facebook contest? etc...)

*Action Item*

# **BRAINSTORM THREE LEAD MAGNET TITLES**

*Lead Magnet Titles:*

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