

Welcome to Masterclass #2

How to build an attractive lead magnet

More than 95 percent of site visitors don't buy on their first visit. It takes time to build trust and confidence. If we know the majority don't buy on their first visit, don't PUSH.

Instead, work toward building a relationship. The first step is to capture their email addresses.

Your goal is to come up with a magnet that makes people super excited.

Start by asking yourself what your audience needs. It could be something you would normally charge for (but won't).

All websites try to capture leads. Many have magnets that offer a free report or "10 Steps To..." Yawn-fest. And you don't want to sound like everyone else anyway.

5 steps to an attractive magnet

You want people to go through the lead magnet and learn something. Think about giving them an aha moment.

The bigger the impact, the more likely they are to buy later.

Take your idea for a lead magnet and check ask yourself the following:

1. Does it offer value? The better the value you're about to share, the more people will take you up on it. You can't give them EVERYTHING. But starting with the thing they want most is better than trying to come up with an idea that's one notch above "join to get free updates."

2. I want that. This is the reaction you want them to have.

3. Work hard. The more effort you put in, the better the outcome.

4. Do not lie. It pisses people off. Give them exactly what you say you will.

5. Is this the best idea? Look at your lead magnet idea and ask yourself if you can do better. If you can, then go back to number one.

This takes time. It's okay to start with something NOT as good as it could be. It allows you to capture some emails while you're working on a killer lead magnet. (And it's better than having nothing.)

Don't ask them for too much info. In most cases, the email is enough.

And remember: You don't want to attract everyone. Just your ideal clients. Being very specific (like we talked about in masterclass #1) is the best way to capture a specific audience.

Ideas for a lead magnets

As coaches, we sell intellectual capital. We are the experts in our chosen field. Use that.

Create...

- An ebook
- A minicourse via email
- Video or series
- Audio-recording, podcast
- Webinar
- Quiz or assessment



*This is just
the beginning...*

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FOR MORE

[Rebecca T. Dickson](http://rebeccatdickson.com) is a mindset and success coach for women entrepreneurs. Since 2007, she's helped women just like you build thriving businesses doing what they love, make an impact and make money.