

ORGANIC LEAD MAGNETS & EMAIL TEMPLATES

Checklist to Assess how effective your lead generator is,

- Positions you as the guide (in your customer's story - not the hero)
- Position you as the expert in your field
- Qualifies your prospects
- Creates trust by solving a problem
- Is worth giving up their email address
- Has a catchy (and clear) title

The Top Lead Magnets

1. Industry Reports
2. eBooks
3. Case Studies
4. Tools / Checklists
5. Micro-course
6. Interview an Industry Expert
7. Re-usable worksheet
8. Giveaway that convinces people to enter
9. Value / Pitfall List
10. Webinar

Mistakes to avoid

1. Focusing on too many problems at once
2. Using too much text
3. Being too vague
4. Having an uninteresting title

Note: What's most important to understand is the number of lead magnets you could create are infinite. Your lead magnet must address your clients most pressing needs/problems.

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CREATING YOUR LEAD-GENERATING PDF

1. Catchy Title

2. Section 1: Introduce the problem/pain

- What's a problem your student is experiencing?
In the 1st paragraph, identify the external and internal problem your customer faces.
- Make an empathetic statement about their pain - and what you have accomplished that would elicit trust that you can solve their problem.

3. Section 2: Agitate the problem.

- Speak to the emotional frustration they may experience because they are dealing with the challenge you help solve.
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4. Section 3: Deliver value.

- Spell out the solution in a step-by-step plan or in a list of tips.
- Offer the five tips, expert advice, or worksheet that can help you customer overcome their problem (each of these tips either shows the value of your product, or gives the customer information to overcome their problem).
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5. Section 4: Future pace and call to action.

- Close with a vision of what life looks like after they have purchased from you.
- Future pace what life can look like for them.
- Close with a strong CTA

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Developing Effective Nurture Emails

Types:

- Announcements
- Tips & Inspiration
- Weekly Notifications
- Valuable Content You've Created

Types:

- Position your brand as the guide
- Remind people of the problem you solve
- Offer value and create a sense of reciprocity
- Remind people you exist.

Example Sales Email Sequence

Email #1: Deliver the Asset (Lead Gen)

- Thank the student for downloading the resource
- Don't try to sell them anything
- Have very little text - short and sweet
- Add enormous value and show that your lead gen will help solve their problem
- You're giving away free stuff - don't oversell

Email #2: Problem & Solution

- Identify a specific problem your customer is facing that is preventing them from getting what they want.
- Position your product as the solution to the problem
- Identify specific benefits your product will deliver to the customer that shows how their problem will be resolved
- Make sure to talk about the external and internal problem your customer is facing
- Show how your product solves both problems
- Close with a P.S. at the end of your email

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Email #3: Customer Testimonial

- Find someone who has experienced success with your product/service
- Have them showcase the problem they were facing prior to buying your product
- Have them explain how it resolved their pain points
- Have them explain the successful results they have experience.

Tips:

- It's not about you, but how your customer overcame their problem and experience success
- It can be a video clip or note from the student
- End the email by showing the customer's specific success and include a strong call to action

Email #4: Overcome an Objection

Why do most people not buy your product/service? In this email you'll want to speak to the common resistance, and then overcome it with specific benefits the customer will experience.

Tips:

- The objection in this email should be the main point of resistance your potential customers have around buying your product/service
- When overcoming the objection, use empathy & authority
- It's always a good idea to include a P.S. that adds additional value and further overcomes the objection.

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Email #5: Paradigm Shift

This is your opportunity to differentiate your product from the competition. The easiest way is by highlighting how your customer's current way of thinking is costing them something. This email shows that the way you approach your product is different and better - the "paradigm shift."

Tips:

- Make sure to establish the problem you solve first, then connect your unique solution to the problem.
- Pick a paradigm shift that makes you stand out from the crowd.
- You don't need to bash your competition to stand out. Just point out how your thinking and approach is better. ("Most people think ____, but really they should think ____.")

Email #6: Sales Letter

Now it's time to ask for the sale, and it's smart to close an email campaign with a sales letter. You can also send one-off sales letters to qualified leads to get them to make a purchase!

1. Start with the problem - the primary problem they are facing.
2. Identify the emotional or philosophical struggles.
3. Provide a brief testimonial or success story.
4. Explain your offer - focus on how your offer helps your potential customer to overcome their problem and get to success.
5. Give a direct CTA - click here to buy now.
6. Illustrate what success can look like for your customer.
7. Repeat your CTA.
8. Include a P.S. - Can include a limited time offer or bonus.

Tips:

- Include a direct CTA and include it more than once.
- Be clear and specific when illustrating the success/result/outcome they will experience
- Don't be afraid to sell - show confidence in your ability to overcome their problem, and always position yourself as the guide.