

# LEAD MAGNETS

What makes a great lead magnet?

## Helpful

The purpose of a lead magnet is to help you generate leads. But it won't do that if it's not helpful. Solve a common problem.



## Short

Don't bore your leads. Don't let it become a roadblock in your sales funnel. Ideally it should be consumed in 5 minutes or less.



## Ultra Specific

Be ultra specific. Solve 1 problem for 1 market. Make sure it's common enough to be something people are looking for help with. Focus on the know desired end result.



## Not salesy

It's all about shifting the relationship. Build trust. Be useful. All these things will help people to like you/your brand. And if they know, like and trust you, you are well on the way to creating a loyal repeat customer.

But ask for the sale too early and you lose all that.

## A lead magnet isn't just a PDF

It could also be... a report, a guide, a tool kit, a quiz, a cheat sheet, video training, a discount, an assessment or test, a calculator or...use your imagination ;)