GIVE AWAY A FREE TOUR FOR VIRAL SUCCESS!



YOUR FREE TOUR OFFER!

The Complete Guide To Building A Successful Online Business Using A Free Tour!

Breakthrough Marketing System!

Welcome and thank you for downloading this e-book on how to use lead magnets to grow your list. This ebook can be 100% re-branded but first please signup for a free tour under my link HERE, at LiveGood then rebrand the book here. This Viral book has helped me grow my primary business thanks to the information you're about to read in this book.

Anyone promoting an online business most important asset today is their email list. A healthy email list will ensure healthy profits and signups to any business they're trying to promote. In fact, marketers report earning 38 to 40 dollars for every dollar they spend on email marketing.

Using lead magnets to incentivise your ideal prospect to sign up for your list is a classic and effective way to grow your list. The value exchange is considered fair and reasonable to the prospect. The list provides demographic data and an audience to whom you'll market your online business to.

You give them something that has instant value and solves a problem for them such as this very report. They give you their email address, and sometimes other information such as their name, or other data that you want to collect to qualify the potential signup, or business partner.

After that, you can use their information to communicate with them about more of your recommended solutions. In the following pages, you'll learn what lead magnets are, how they work, why they work, and even see some examples that you may already be familiar with but did not realise were lead magnets.

Definition of a Lead Magnet

You get that a lead magnet is a bribe you give to interested parties to collect information like email addresses so that you can market to them. A lead magnet can exist in any form, from a PDF download like this one to some software, a checklist, a report, eBook, white paper, video, a **free tour** ;), a course or any other easy to deliver piece of information or content that solves a problem for the subscriber and adds a potential signup or prospect to your email list.

While prospects help build a healthy list, you need to build a list before you have paying signups, or downline members in your team to truly experience the benefits and power of having an email list. For this reason – using lead magnets to grow – it works wonders.

A healthy email list needs some form of lead magnet or entry-level free tour to help the affiliate build their list. The offer needs to be something that solves a singular problem fast and efficiently, is attractive enough to the prospect to make them sufficiently curious to give you their email address, and leads them to want more while it also demonstrates YOU as a sponsor.

Some common names for lead magnets are:

- Ethical bribe
- Opt-in incentive
- Irresistible offer
- Freemium
- Freebie
- Free-Tour
- Preenrollee
- Content upgrade
- Free gift

You may have heard other names for lead magnets, but the idea is the same. Give the ideal audience something of value to get them to sign up for your email list. Then you can send targeted information via email messages that encourage them to join something or join your team – whether your offer or an affiliate offer.

Common Types of Lead Magnets

Here are some common lead magnets you've probably even signed up for yourself without even realizing it was a lead magnet.

Short eBook
An ultimate guide
Unannounced bonuses
Learn more PDF
Download
Resource guide
Coupons and coupon codes
Checklist
Workbooks
A case study
A secret
Webinars
A course
Targeted email offers
Cheat sheet
Swipe files
Free trial
An anthology or compilation
Training software or app
How to
Recipes
Free tour
Directions
Free consultation
Discovery call
Tool kit
Spreadsheet
Templates

If you've seen anything like this, you've also seen how effective lead magnets are to get you to sign up for an email list. The only other way to build your email list is to make sales, since the only legal ways that you can add people to your list are if they're in your downline, team or your customer or they agree to sign up for the free-tour.

A freebie can be anything that you can create and offer to your ideal downline member or customer in exchange for their information so you can add them to your email list. Once they're on your list, you can start marketing your own recommendations or products you recommend as a network marketer or affiliate, as well as educating them about your expertise as a leader, sponsor, or influencer.

To ensure that you are attracting the most targeted list members, it will help to know what should be included in your lead management to make it as useful as possible.

Criteria for Developing Effective Lead Magnets

Remember that a lead magnet is a tool used by business owners, network marketers, internet marketers etc to attract their audience to come to their website and sign up for their email list so that they can communicate their offers or system. The lead magnet needs to target the right audience, solve a problem quickly and easily, and provide specific information that the audience member is seeking.

- **The Freebie Offers High-Value** – Even though you're giving this away for free, it still has a value, which is why you ask for an email address. An email address has a lot of value, so it makes sense that what you offer your audience as a freebie should be as valuable to them as their email address is to you.

- **Delivers a Specific Solution for a Specific Problem for a Specific Person** – If you keep this in mind as you create your freebies, you'll be much more effective and successful. Ensure that the lead magnet is designed for a specific person and a specific problem, and that the solution is also specific because it's yours.

- **Promises One Awesome Thing** – Don't try to do too much in your freebies. In fact, this is a good criterion for any product you create because you want them to understand clearly what the product is going to do for them.

- **Offers Immediate Gratification** – The freebie needs to be immediately accessible; otherwise, they're going to forget. Giving them access right away before they go to their email is the best way to do it.

- **Demonstrates Your Expertise** – The product itself needs to show them who you are and lead them to conclude that you are a leader and ready support them as a mentor/sponsor. You want them to trust you and understand that you'll lead them in the right direction in terms of helping THEM to make money online in your business/team, so your offer needs to give them that good feeling of making a good choice.

- **Can Be Consumed Fast and Easily** – Don't make the solution take forever. It doesn't have to actually start working today, but it should be easy enough to

implement that if they started today, they'd see results shortly such as "By Tuesday cut-off point" :).

When you include all of these criteria into your lead magnets, you'll be more successful using them as list builders. After all, you want to build a list full of your ideal referrals, downline members or customers, not just freebie seekers; setup up a "Fear-of-loss". Therefore, you want to narrow down your offer to fit particular people in your audience let them know what they could be missing out on if they don't take action on the free-tour by Thursday. This will not only help you turn your freebies into an active downline but also ensure that these tools are used for their intended purpose and ultimately make you money.

10 Reasons Lead Magnets Are So Effective

The reasons lead magnets are so effective at list building are more than can be listed here. Aside from the obvious fact that human nature makes it apparent how much we love getting free stuff, lead magnets help educate an audience in a way that feels more natural than other types of selling.

In many ways, when you develop a lead magnet, you're giving away some of your expertise in the hope that they'll value what you offer even though it's free. The customer is giving away their email address, something they value because they dislike spam and high-powered salespeople, in the hope of learning something valuable and advancing their trust of your expertise as a leader that may convert to a loyal follower.

Lead magnets work because you're going to give them something that is so high quality that they'd have been willing to pay for it if you weren't giving it away. Plus, lead magnets accomplish much more than you think on the surface.

1. They're Targeted to a Specific Audience Member

First, for a lead magnet to be effective, it needs to be laser targeted to a very specific audience member. When it is very targeted, you only attract the people you really want on your list.

To create a truly niched-down freebie, it can help you to trace your buyer's journey through the sales funnel to find out where they are missing information and need more to help guide their choices for example your niche might be in "heath/weigh management" products or even a broader niche can easily be "work from home/make money online" and within that you can target specifically newbies or those that struggle in building a downline or getting referrals to join their team.

2. They Establish Your Expertise

When you design your lead magnet with your ideal prospect in mind, you can use it to establish your expertise by giving them such useful information that they cannot question it. Even if they research the facts, they're going to come away knowing you are really the expert/leader about the topic and someone they can really follow and thus regard you as their sponsor/upline in your business opportunity.

3. They Build Trust and Authority

The fact that the ethical bribe is so well made, solves their problem so perfectly, and is branded for your business that you are promoting, will help to spread trust and showcase your niche authority quotient well. Always double-check the facts you share with your audience to ensure that not only is the information demonstrably accurate, but it's also updated and current.

4. They Build Your List Fast

Anytime you want to build your list, focus on finding more points of entry into the list. If the only point of entry right now is if you make a sale, obviously that's going to be slower. If you have multiple points of entry with multiple lead magnets designed to attract different members of your ideal customer audience throughout their buying journey, you're going to be that much more successful with fast list building.

5. You Learn More about Your Prospect

The exciting thing about creating lead magnets is that it requires you to do some study into your audience and your competition. When you learn more about your prospects, you are always going to do better in your business in building a downline and duplicating. The act of getting your prospects to download the freebie and then potentially become a signup in your downline, is going to help you get to know them even more – especially if you watch your metrics and study the data generated by your actions.

6. Converts at a Higher Rate

Prospects who signup via your recommendations after joining your list via a freebie tend to show more team satisfaction. After all, they made a purchase and become a member of the system in your team after seeing what you offer as a sponsor and liking it. This means they're much more easily satisfied than a referral who joined without any idea of what they would get into.

7. Everyone Likes Free Stuff

Human nature is such that we tend to like getting stuff for free. This is the main reason why so many people fall for scams. They really want to do things the easy way and sometimes to look for the easy thing is not good for our member. You can help make it useful by giving them a highly valuable and targeted freebie.

8. You Provide Marketing Materials

The truth is, when you offer a freebie, you should promote it like you do your paid products and businesses. This is yet another opportunity to create brand awareness by promoting the freebie.

9. It Segments Your Audience Better

When your ideal referral/signup/potential member of your team, downloads the freebie, they're segmented based on the item they downloaded. Then further down the line, when they do more actions and more clicking through your email messages (can easily be tracked using LeadsLeap as they'll get segmented even more using Tags. This is always a good thing because the more segmented they are, the more individual the messaging will appear to them, and the more likely they are to convert as a signup.

10. They Offer a High Rate of Return

Finally, the investment in freebies offers an extraordinarily high rate of return. The main reason is that email marketing works. Even today, with social media marketers, reports show business owners earning 38 to 40 dollars for every dollar they spend on email marketing. This is a massive thing for marketers and something you cannot ignore because no matter how small your business, this is a compelling marketing method that works.

You'll need to be able to match your lead magnet with a goal to track and measure what's working and what's not when it comes to list building with lead magnets.

This ebook can be 100% re-branded but first please signup for a free tour on the PowerLine under my link HERE, at LiveGood then rebrand the book here.

