

LEAD GENERATION - LEAD MAGNET TYPES AND PLANNING

TYPES OF LEAD MAGNETS

FOR LEAD GENERATION

- PDF's: Reports, Guides, EBooks
- Checklists, Cheat Sheets, and One Pagers (Handouts, Roadmaps etc.)
- Content Upgrades
- Toolkit/Resource List
- Video Training - Masterclass, Workshop etc.
- Audio - Meditation, Affirmations, Audio course or audiobook
- Quizzes - Assessment, Test, Identification
- Templates - Design Templates or templates for a software like Trello etc.
- Swipe Files - copy swipes, email swipes, sales script
- Mini course - video or email or live
- Discount or Free Shipping - ecommerce

AS PART OF LAUNCHING

- Challenge
- Webinar
- Step 1 of 2 step checkout

RESEARCHING YOUR LEAD MAGNET TOPIC

- What kinds of questions do you get the most often? Or what kinds of questions are you seeing your ideal clients asking about in other's facebook groups and communities?
- What problem do they think they need solved? For people experiencing the problem and pain points you help solve, for the people currently in the before state of the transformation you provide, what do THEY think they need. You may know it's something else. But what do they think the problem is?
- How can you help them achieve a quick win and a perspective shift that the transformation you offer is possible?
- Look at your ideal human that you've put so much time into diving into already. What does he or she *think* she needs right now? What do they actually want?

- How can you help an unaware audience realize the problem they're experiencing? Maybe a quiz?
- How can you help a problem aware audience see that your solution is an ideal next step while still giving them a win?
- How can you give them a quick win that saves them time or stress?
- How can you teach them something they need to know before investing in your offer?
- How can you deliver a necessary paradigm shift, an ah ha or instill a new belief needed for someone to take action solving their problem. Can you deliver an a-ha moment in some way that your Stand Out Factor is the key to achieving the transformation they desire in some way? You want to make sure this lead magnet is directly tied into your offer in some way.
- Remember your Paradigm Shift Statement from Module 4? What are the beliefs someone needs to have to experience that revelation?

We want to be asking ourselves: What does someone have to believe, know, think, or feel in order to believe the Paradigm Shift?

- What other solutions, products, methods have they already tried to solve their problem?
- What other solutions and promises are available out there and why shouldn't someone use that method?
- What does my ideal client need to finally do to achieve The Transformation they are after?
- What about my offer helps my ideal client finally solve their problem and achieve The Transformation?
- Look at the different Levels of Awareness and ask yourself what your ideal client needs to do to move forward to that next level of awareness.
- What is your ideal client's current mood/state of mind? What needs to happen for them to shift into their desired state of mind?
- What are all the myths they may believe about their problem or solving their problems. What are the truths you need them to understand and how can you help them do that?

Just list out as many beliefs as you can. For example... Does your ideal client believe that The Transformation they desire is only possible if they invest in some sort of expensive "thing".

Do they believe transformation isn't possible for people like them because xx,y,z.
Do they believe there are only certain ways their transformation is possible or it's only possible for certain kinds of people or with a certain level of work or financial investment.

Now take all that you've uncovered and come up with some Desired Belief Statements. What are the beliefs you want them to believe?

What is the proof this belief works, is true, makes sense to have?

What is the benefit for them in choosing to accept this new belief?