

## LEAD MAGNET HEADLINE TIPS

**Don't Be Vague!** - Be specific and direct about what you're delivering in your lead magnet. And make sure your lead magnet actually delivers what the headline implies.

**Use Numbers** - Numbers are a great attraction factor. Use "unusual" numbers (for example 17 instead of 10) or really high wow factor numbers like 101 to really amp up the enticement.

**How To** - Try a how to headline. This takes care of the specific and direct factor.

**Be Impactful and Powerful** - You may feel awkward using this kind of title but it works! If you aren't feeling super confident about how amazing your lead magnet is then look at ways you can improve it so you can boast it with pride! Examples:

- "The Ultimate..."
- "The Only \_\_\_\_\_ You'll Ever Need To \_\_\_\_\_"

**Ask a Question They Are Asking** - If your audience might be searching for answers to a particular problem or concern then ask the question as the headline and show how you are giving them the solution with your tagline. Example: "When Is It Time to Hire a VA for My Business?" - Must know tips and a point by point checklist to determine if it's time to outsource in your business.

**Highlight the Savings** - Is your lead magnet going to save them time or stress? Highlight the benefits in your headline.

**Relevant** - Make sure the headline is relevant to what *they think* they need and what they want.

### TEST OUT YOUR HEADLINES

You can always come up with a few different headlines for your lead magnet and test out which one is getting the best response from your audience.