

10 Best Practices For Creating A Lead Magnet

Be Specific

Choose one pain point to solve for your Divine Market.

Stick to What They Know

Deliver your lead magnet the way your Divine Market is used to consuming content.

Make It Easy To Digest

Your lead magnet should be quickly consumable for best results.

Focus

Focus your lead magnet on getting quick results soon after it's been consumed.

Remember The Funnel

Treat your lead magnet as an entry point into your sales funnel.

Encourage More

Your lead magnet should help your Divine Market want to work further with you.

WOW!

Your lead magnet should wow your Divine Market enough to make them want more.

Get Social

Let your Divine Market share your lead magnets with others by using social sharing.

Make It About Them

Make your lead magnet client-centric.

Give

Lead Magnet 101: You must give before you receive.

10 Lead Magnet Mistakes To Avoid

Not Making A Stand-Alone Lead Magnet

Don't require paid add-ons to make your lead magnet useful.

Too Much Complication

Don't make your Divine Market jump through hoops to obtain your lead magnet. Let them access it with just an email address.

Forgetting To Focus

Laser-focus your lead magnet on a very specific problem your Divine Market has.

No Follow-Up

Create an automated email nurture campaign with a series of emails that add more value and then make a paid offer.

No Defined Goal

Create a plan of action for your lead magnet, focused on achieving a specific result.

Neglecting Value

Ensure that your lead magnet is just as high value as your paid products and services. This is representative of your work.

Being Too General

You need multiple lead magnets for multiple products or services.

Not Enough Effort

Market your lead magnet the same way you would any paid product or service.

Doing Things Manually

Take advantage of available software that helps with automation for your lead magnet so you can put things on autopilot.

Reluctance To Invest

Invest in yourself and your business so that you look professional and credible.

About Eva



Eva Gregory helps spiritual entrepreneurs go from chaos to clarity and from clarity to cash flow. She is a Law of Attraction expert, and author of "The Feel Good Guide To Prosperity" and "Life Lessons for Mastering the Law of Attraction", co-authored with Jack Canfield. Her gift is teaching spiritual entrepreneurs how to integrate Inner Guidance with proven practical business strategies to create successful enlightened businesses from a place of purpose, passion and prosperity.