

How to make a lead-generating PDF step-by-step guide?



How to make a lead-generating PDF step-by-step guide?

- ▶ Create your captivating title
- ▶ People only want to stay in touch with you if you are interested in helping them solve their problem
- ▶ Give people a reason to download your PDF with strong and catchy titles

Here are some examples of catchy Lead generating PDF titles

“5 Mistakes Young Tech entrepreneurs make with their first million dollars.”

A downloadable PDF guide that it's offered by a financial advisor who wants to identify entrepreneurs in the technology space who are wealthy.

“Drinking in the Garden Club: Learn to make one new cocktail each month.”

This was a monthly event that a florist had to teach people how to infuse alcohol with herbs that you can grow on your personal Garden.

“How to get a dog to stop barking when a delivery person comes to the door.”

This offer came from a dog trainer Who wants to be established as a dog training expert.

“How to become a TED Talk speaker.”

A 7 step guide on how to prepare to get on stage at a TED Talk event at your local Auditorium.

“How to research the market to find out what your customers want”

A step-by-step guide on how to find out the problems and needs your customers want to be fulfilled from a digital marketing agency name Seer Productions.

Content: Words Sell

Catchy Title:

Section 1:

Paragraph 1: What's a problem your customers are experiencing?

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Paragraph 2: What is an empathetic statement you can make about their pain? And what have you accomplished that would elicit trust that you can solve their problem?

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Section 2:

Paragraph 1: Agitate the problem a little further. Speak perhaps to the emotional frustration a person may experience when dealing with the challenge you help solve.

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Paragraph 2: Offer a solution to the problem, 3 tips a paradigm shift, a recipe or formula, or something that resolves the conflict for your customer.

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Section 3:

Spell out the solution in the step-by-step plan or in a list of tips. Offered the table tips, expert advice, or worksheets they can help your customer overcome the problem. (Create a List of 5 to 7 lines)

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Section 4:

Define the stakes.

What's at stake if they do or don't heed your advice? but will be won or lost if they do not take action on what you recommended?

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Paragraph 1: List the negative consequences that might happen if they don't Act on your advice followed by the happiness, in the end, they made received if they do.

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Paragraph 2: Call them to action. What should they do next?

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