

REACH

THE *LEAD MAGNET* CHECKLIST

What is my customer's problem, and how does my product or service solve that problem? This is the question that you should constantly be asking yourself before you create anything new - you want to make sure you are being helpful every step of the way.

Become the authority, position yourself as the expert, and solve problems for your customer. You want your audience to think of you when they want answers to their burning questions. Create a learning center or have a blog on your website. Then write blogs and create landing pages that go deep into one topic to show you are the absolute expert who can give them the tools they need to solve their questions.

Create free or \$free.99 offers that introduce a solution to them. Time to be strategic, but also create all the things: ebooks, white papers, portfolios, catalogs - anything you can have in exchange for their contact information. Show the benefits of downloading the offer, a photo of what you're offering them, and a quick, simple form with a clear button that encourages them to submit.

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Use clear links and buttons that encourage them to contact you or purchase from you on the homepage. Use your navigation/menu bar to get your customer to take action by starting with the most important action. Create a link for each problem, product, or service they need right on the homepage; segmenting your customer by problem, product, or service, is a great way to organize your website.

Throughout the website, use buttons to encourage your customer to take valuable actions. Your customer should never question where a button will take them, and by providing these buttons, you can guide them to the next page they need to go to.

WANT ASSISTANCE CREATING OR
MAINTAINING A LEAD MAGNET SITE?
SCHEDULE A DISCOVERY CALL