

Lead Magnets That Convert

Turning interest into qualified leads

Build Your Funnel & Tagging

Slides:

<https://docs.google.com/presentation/d/1JtGwqYE7Fq95Heb1srskWIjWvFGRSf5/edit?usp=sharing&oid=109125758766441115500&rtpof=true&sd=true>

Exercise:

<https://docs.google.com/document/d/1qsXkVgcj-olsyenUe8mwfJKWxngAljM93nE3PT6LhF0/edit?usp=sharing>

Quick recap

The meeting focused on discussing lead magnet creation and landing page optimization strategies. Warren provided guidance on best practices for landing page design, including keeping content above the fold and using clear call-to-action buttons. Minka and Stuart shared their current lead magnet efforts and received feedback on their approaches. The group discussed the importance of creating valuable, relevant content that addresses specific audience needs. Warren emphasized the need to focus on benefits rather than features when crafting lead magnets. The session concluded with a review of exercises for creating effective opt-in pages and a reminder for participants to work on their landing page layouts independently.

Summary

Presentation Feedback and Event Planning

Warren and Stuart discussed feedback on presentation materials, with Stuart expressing that the layout and organization were not easily scannable, though Warren noted this was the first feedback received. Minka shared her experience reviewing past class materials and mentioned she would be preparing for an upcoming festival by creating lead magnets, landing pages, and a funnel, while Stuart offered to help with an English presentation. Stuart also raised concerns about the VCA's February Austin event focusing on "love and money," which Warren confirmed was beyond his control as it was decided by Eben and Annie.

Coaching Challenges and Industry Shifts

Stuart expressed disappointment with the "Love and Money" program, as it did not align with his needs, and he received feedback indicating that the content was tailored for VCA participants. Warren acknowledged Stuart's concerns and suggested that he focus on completing pending tasks rather than enrolling in another course, emphasizing the importance of practical application over continuous learning. They discussed the challenges in the coaching industry, including saturation and a loss of trust in the coaching title, with Warren noting the shift towards using alternative terms like "teacher" or "mentor." Stuart shared historical parallels to technological advancements and their impact on careers, reflecting on the current challenges posed by AI.

AI Content Creation Market Trends

Stuart and Warren discussed the current state of AI and content creation, noting that original concepts and ideas are becoming more valuable as they differentiate from lower-quality content. Warren suggested that live experiences and challenges have gained popularity since AI's rise, offering a unique selling proposition and higher conversion rates. Stuart mentioned plans to create lead magnets that exploit the current market conditions, and Warren advised considering live elements in these offerings. Minka shared her struggle with networking, particularly her aversion to phone calls, and Warren suggested alternative methods like speaking engagements and meetups that might be more suitable for Minka's preferences.

Networking and Client Contact Strategies

Warren and Minka discussed strategies for networking and contacting potential clients. Warren emphasized the importance of reaching out to 10 people daily and suggested using various communication methods, including WhatsApp and scheduled calls. They also talked about personality assessments and their potential applications in business planning and marketing. Minka shared her experience using these assessments to create a 90-day business plan for an upcoming festival. Warren clarified the intended use of the sales trainer and personality tests, advising Minka to use them primarily for sales conversations and personality insights, respectively.

Adapting to Diverse Teaching Styles

Minka discussed her need for a roadmap to organize her learning from the four instructors, finding Annie's classes particularly challenging due to their fast pace and lack of pauses for note-taking. Warren acknowledged Annie's efforts to slow down and shared her own experience of struggling to keep up with note-taking while teaching Annie's classes. The group agreed that while Annie's teaching style is different from the others, this diversity is valuable and should be maintained.

Marketing Strategies and AI Tools

Minka discussed her 90-day plan and research for an upcoming festival, including creating lead magnets and testing different marketing approaches for both Slovenian and English-speaking audiences. Warren encouraged Minka to give the Slovenian market a chance, noting that success often starts close to home. They also talked about the benefits of using AI tools like ChatGPT for research and business development, with Minka sharing how she's created a prompt library to improve her AI interactions. The conversation concluded with Stuart sharing a new logo for his entity, "A Higher Impact," and discussing a bingo card contest he created to highlight outdated marketing practices.

Webinar Engagement and Lead Magnet Planning

Stuart and Warren discussed a plan to challenge participants during a webinar to identify outdated resume service claims, offering a free coaching session as an incentive. Warren suggested conducting this activity live to engage participants effectively. They also reviewed the status of lead magnets, with Stuart having several completed and Minka needing to finalize hers. Warren planned to teach landing page layout strategies in class, focusing on best practices rather than platform-specific instructions. Stuart shared his lead magnet idea involving an analysis tool for inconsistencies between resumes and LinkedIn profiles, which he plans to automate using Google Forms. Warren offered to provide guidance on creating a custom GPT model for this purpose.

Double Opt-In Lead Generation Strategies

Warren discussed the importance of double opt-in for lead generation, emphasizing the need for quality over quantity to ensure serious leads. He explained the structure and best practices for creating effective opt-in pages, including the use of clear benefit statements, eye-catching CTAs, and above-the-fold content. Warren also covered the importance of segmenting leads and collecting additional data for future personalization. Minka and Stuart raised questions about creating multiple lead magnets and maintaining consistent branding across landing pages, which Warren addressed by recommending a balance between consistency and practical implementation.