

Using Lead Magnets to Grow Your List

SIGN UP



A business owner's most important asset today is their customer email list. A healthy email list will ensure healthy profits. In fact, marketers report earning 38 to 40 dollars for every dollar they spend on email marketing.

Using lead magnets to incentivize your ideal customer to sign up for your list is a classic and effective way to grow your list. The value exchange is considered fair and reasonable to the customer. The list provides demographic data and an audience to whom you'll market your solutions.

You give them something that has instant value and solves a problem for them. They give you their email address, and sometimes other information such as the size of their business, their name, or other data that you want to collect to qualify the potential customer.

After that, you can use their information to communicate with them about more of your recommended solutions. In the following pages, you'll learn what lead magnets are, how they work, why they work, and even see some examples that you may already be familiar with but did not realize were lead magnets.

Definition of a Lead Magnet

You get that a lead magnet is a bribe you give to interested parties to collect information like email addresses so that you can market to them. A lead magnet can exist in any form, from a PDF download to some software, a checklist, a report, eBook, white paper, video, a trial, a course or any other easy to deliver piece of information or content that solves a problem for the subscriber and adds a potential customer to your email list.

While customers help build a healthy list, you need to build a list before you have paying customers to truly experience the benefits and power of having an email list. For this reason – using lead magnets to grow – it works wonders.

A healthy email list needs some form of lead magnet or entry-level product to help the business owner build their list. The offer needs to be something that solves a singular problem fast and efficiently, is attractive enough to the prospect to make them sufficiently curious to give you their email address, and leads them to want more while it also demonstrates your expertise.

Some common names for lead magnets are:

- Ethical bribe
- Opt-in incentive
- Irresistible offer
- Freemium
- Freebie
- Content upgrade

- Free gift

You may have heard other names for lead magnets, but the idea is the same. Give the ideal audience something of value to get them to sign up for your email list. Then you can send targeted information via email messages that encourage them to buy something – whether your offer or an affiliate offer.

Common Types of Lead Magnets

Here are some common lead magnets you've probably even signed up for yourself without even realizing it was a lead magnet.

Short eBook	A case study	Training
An ultimate guide	A secret	software or app
Unannounced bonuses	Webinars	How to
Learn more PDF	A course	Recipes
Download	Targeted email offers	Directions
Resource guide	Cheat sheet	Free consultation
Coupons and coupon codes	Swipe files	Discovery call
Checklist	Free trial	Tool kit
Workbooks	An anthology or compilation	Spreadsheet
		Templates

If you've seen anything like this, you've also seen how effective lead magnets are to get you to sign up for an email list. The only other way to build your email list is to make sales, since the only legal ways that you can add people to your list are if they're your customer or they agree to sign up for the freebie.

A freebie can be anything that you can create and offer to your ideal customer in exchange for their information so you can add them to your email list. Once they're on your list, you can start marketing your own products or products you recommend as an affiliate, as well as educating them about your expertise.

To ensure that you are attracting the most targeted list members, it will help to know what should be included in your lead management to make it as useful as possible.

Criteria for Developing Effective Lead Magnets

Remember that a lead magnet is a tool used by business owners to attract their audience to come to their website and sign up for their email list so that they can communicate their offers. The lead magnet needs to target the right audience, solve a problem quickly and easily, and provide specific information that the audience member is seeking.

- **The Freebie Offers High-Value** – Even though you're giving this away for free, it still has a value, which is why you ask for an email address. An email address has a lot of value, so it makes sense that what you offer your audience as a freebie should be as valuable to them as their email address is to you.
- **Delivers a Specific Solution for a Specific Problem for a Specific Person** – If you keep this in mind as you create your freebies, you'll be much more effective and successful. Ensure that the lead magnet is designed for a specific person and a specific problem, and that the solution is also specific because it's yours.
- **Promises One Awesome Thing** – Don't try to do too much in your freebies. In fact, this is a good criterion for any product you create because you want them to understand clearly what the product is going to do for them.
- **Offers Immediate Gratification** – The freebie needs to be immediately accessible; otherwise, they're going to forget. Giving them access right away before they go to their email is the best way to do it.
- **Demonstrates Your Expertise** – The product itself needs to show them who you are and lead them to conclude that you are an expert in this area. You want them to trust you and understand that you'll lead them in the right direction, so your product needs to give them that good feeling of making a good choice.
- **Can Be Consumed Fast and Easily** – Don't make the solution take forever. It doesn't have to actually start working today, but it should be easy enough to implement that if they started today, they'd see results shortly.

When you include all of these criteria into your lead magnets, you'll be more successful using them as list builders. After all, you want to build a list full of your ideal customers, not just freebie seekers. Therefore, you want to narrow down your offer to fit particular people in your audience. This will not only help you develop your freebies but also ensure that these tools are used for their intended purpose.

10 Reasons Lead Magnets Are So Effective

The reasons lead magnets are so effective at list building are more than can be listed here. Aside from the obvious fact that human nature makes it apparent how much we love getting free stuff, lead magnets help educate an audience in a way that feels more natural than other types of selling.

In many ways, when you develop a lead magnet, you're giving away some of your expertise in the hope that they'll value what you offer even though it's free. The customer is giving away their email address, something they value because they dislike spam and high-powered salespeople, in the hope of learning something valuable and advancing their trust of your expertise.

Lead magnets work because you're going to give them something that is so high quality that they'd have been willing to pay for it if you weren't giving it away. Plus, lead magnets accomplish much more than you think on the surface.

1. They're Targeted to a Specific Audience Member

First, for a lead magnet to be effective, it needs to be laser targeted to a very specific audience member. When it is very targeted, you only attract the people you really want on your list.

To create a truly niched-down freebie, it can help you to trace your buyer's journey through the sales funnel to find out where they are missing information and need more to help guide their choices.

2. They Establish Your Expertise

When you design your lead magnet with your ideal customer in mind, you can use it to establish your expertise by giving them such useful information that they cannot question it. Even if they research the facts, they're going to come away knowing you are really the expert about the topic and someone they can really follow.

3. They Build Trust and Authority

The fact that the ethical bribe is so well made, solves their problem so perfectly, and is branded for your business, will help to spread trust and showcase your niche authority quotient well. Always double-check the facts you share with your audience to ensure that not only is the information demonstrably accurate, but it's also updated and current. Even when you use PLR to create the lead magnet, you'll want to check your facts.

4. They Build Your List Fast

Anytime you want to build your list, focus on finding more points of entry into the list. If the only point of entry right now is if you make a sale, obviously that's going to be slower. If you have multiple points of entry with multiple lead magnets designed to attract different members of your ideal customer audience throughout their buying journey, you're going to be that much more successful with fast list building.

5. You Learn More about Your Customers

The exciting thing about creating lead magnets is that it requires you to do some study into your audience and your competition. When you learn more about your customers, you are always going to do better in your business. The act of getting your customers to download the freebie and then potentially buy something that you suggest, is going to help you get to know them even more – especially if you watch your metrics and study the data generated by your actions.

6. Converts at a Higher Rate

Customers who buy via your recommendations after joining your list via a freebie tend to show more customer satisfaction. After all, they made a purchase after seeing what you offer and liking it. This means they're much more easily satisfied than a customer who purchased without any idea of what they would get.

7. Everyone Likes Free Stuff

Human nature is such that we tend to like getting stuff for free. This is the main reason why so many people fall for scams. They really want to do things the easy way and sometimes to look for the easy thing is not good for customers. You can help make it useful by giving them a highly valuable and targeted freebie.

8. You Provide Marketing Materials

The truth is, when you offer a freebie, you should promote it like you do your paid products. This is yet another opportunity to create brand awareness by promoting the freebie.

9. It Segments Your Audience Better

When your ideal customer downloads the freebie, they're segmented based on the item they downloaded. Then further down the line, when they do more actions and more clicking through your email messages, they'll get segmented even more. This is always a good thing because the more segmented they are, the more individual the messaging will appear to them, and the more likely they are to convert.

10. They Offer a High Rate of Return

Finally, the investment in freebies offers an extraordinarily high rate of return. The main reason is that email marketing works. Even today, with social media marketers, reports show business owners earning 38 to 40 dollars for every dollar they spend on email marketing. This is a massive thing for marketers and something you cannot ignore because no matter how small your business, this is a compelling marketing method that works.

Lead Magnet CTA Do's and Don'ts

One part of creating your lead magnets that is sometimes overlooked is the call to action. The truth is, you should work on your CTAs for your freebies just as hard as you do for your paid products and services. After all, you want to attract the right customer to your list – someone ready to buy who needs your offers.

Set Up for Customer Devices

Today most people are viewing websites using mobile devices. This is especially true when checking email. People tend to check email while they're doing other things on their mobile. Every single thing you sell or give away must be accessible on every device.

Use Command Verbs

Telling your visitor what to do using the right verbs is very important. Most people aren't going to act unless you give specific instructions on what to do. That's why most freebies say "Download Now" instead of "Buy now" because it's more descriptive about what you're doing.

Get Their Attention

Design the download form in a way that makes them pay attention to it. Using the right colors, words, and design is going to help get their attention. Knowing how people read from right to left on paper but in an F-shape online, for example, helps you know where to place information to get more attention.

Provoke Enthusiasm

When they see your offer, you want them to feel something for you and the offer – such as excitement and enthusiasm. The more emotions you can evoke while you are promoting your freebie, the more likely they are to try it out.

Tell Them Why in No Uncertain Terms

Don't leave their options open. Tell them why they need this freebie. Just tell them in clear language that they will understand. Don't try to be clever or tricky at all. Just tell them why they need this solution as clearly as you can.

Evoke FOMO

Because of human nature, we can be coerced into buying or downloading something now just in case we miss out later. Eliciting the fear of missing out is a classic marketing tactic used before computers ever thought of being around. You can do this easily by simply mentioning that this offer will be gone by a specific date or time, then stick to that.

Think Outside the Box

While you do want your offers to look safe like other offers – being very similar to everyone else also provides comfort – you also want to make your offers unique to your audience, using terms and words that only they would use.

The most crucial factor is to be very clear about what they're going to get, as well as how and why it will happen. You may think that you're clear when you're not, because often you're just too close to the situation. Let someone else proofread your sales page or landing page to ensure that it says what you think it does.

Investing in Lead Magnets: How Much Should It Cost?

One thing you're likely wondering is how much it will cost you to create a lead magnet and do all the things you need to do with the lead magnet to build your list. The truth is, you can spend from zero and time to thousands and time. No matter what, though, it's going to cost you time. But what you get back is going to be more than worth it. So, the answer to the question about how much it should cost really is all about how much you want to succeed.

Buy PLR

You can buy private label rights content to use for lead magnets relatively inexpensively. You can join a membership, search for specific content and more that someone else wrote for you to use. Follow the terms of service and the rules for the PLR that you buy.

Hire a Writer

If you hire a writer, you can expect to spend from \$25 per 500 words and on up. It depends on how much work they're going to do. If you provide an outline and other information, you can save a little money, but if you expect the writer to have the expertise that you do, it may cost you a little more.

Hire a Coder

If your freebie is going to be some form of app or software, you can also hire a coder. You can hire coders for as little as \$10 an hour if you aren't worried about hiring coders offshore. However, it will likely take some time to find the right people that you can trust.

Use App Software

You can also use white-label software to design apps and other freebies to give away to build your list. Often, this option comes with a membership fee but is usually very affordable, depending on the type of functionality you want.

Repurpose Content You Already Have

You can actually take the content you've already created for products and marketing and repurpose it into a freebie to build your list. For example, you can compile older blog posts about one topic into a short "how-to" eBook or course.

Get Landing Page Software

Designing landing pages that work can be done by hand without using landing page software like Drip.com or Instapage.com, but if you do use landing page software, creating and marketing freebies is going to be so easy and fast. You can expect to spend from 20 dollars a month and on up for professional landing page software.

Set Up Your Autoresponder

You must have an autoresponder to do this type of marketing because using anything else can set you up for spam issues. Purchase the right autoresponder software for your needs by reading all the terms of service. Software like AWeber.com, ClickFunnels.com, and ConvertKit.com are great ones to try. Watch out for offers from Mailchimp.com and others like it, due to their resistance to affiliate marketing. Pay for autoresponder software that can grow with you.

Use Paid Solutions

When you are doing business online, it's going to pay off to pay for solutions that help you. Don't use the free versions of anything to run your business. It's not worth it and the truth is that as an investment in your business, you often get what you pay for.

Invest in File Storage and Delivery Solutions

The one other thing you need to help you with freebie or lead magnet marketing and list building is a way to safely store and deliver all digital products – whether free or paid. Check out Amazon S3 and other solutions for this. Don't cheap out here because it's not worth it if you plan to get lots of list members.

You can spend nothing but time getting your lead magnet set up if you already know how to set up your autoresponder, landing page, and so forth to work properly so that your audience can get the freebie offered quickly and easily. You can also spend a lot if you create everything originally. It's up to you and how much you have to invest, keeping in mind the high return on investment that email marketing offers business owners.

Pros and Cons of Creating Your Own Lead Magnet

We mentioned earlier that you could use PLR to create a lead magnet, but you can also create your own. There are many common pros and cons of creating your own lead magnet to consider as you go forward.

- **You'll Build Your List Fast** – The truth is, you're going to build your email list a lot faster, the more entry points you develop. Whether you create more paid products or more freebies, you'll be making more entry points and thus build your list quickly.
- **Your List Will Be More Targeted** – Who knows your audience better than you do? You can create freebies that speak directly to your audience in a way that other people probably can't, because you know them. When your freebie is uber-targeted, your list will be too.
- **Your Website Will Get More Traffic** – It's just the way things work; the more information and content you upload to your website and the more landing pages you offer, the more traffic the search engines will send you. Your website will look and feel and act more professional the more landing pages you offer, and your audience is more likely to find you due to that work.
- **It Can Cost a Lot of Money** – If you're not careful, especially if you outsource writing and other tasks, it can cost you a lot of money to create your own freebie. Pay attention to your investment in this project, and don't overlook the content you already own.
- **It Can Take Too Much Time** – Creating a freebie yourself can sometimes suck a lot of time away from other things you need to do. However, this can be overcome by making plans to repurpose almost everything you create into segments of freebies.
- **Bad Freebies Can Set Poor Expectations** – One risk that you will be taking by giving away free stuff to build your list is to lower the value of your products and services. Be careful about what you give away so that the expectations you set are for more value, not less.
- **You Lack Funnel Education** – One thing that you have to fully understand when you create lead magnets to build your list, is that a good lead magnet is short, to the point, and highly targeted so that it offers high value to the specific segment of your audience that you made it for. If you don't understand how funnels work and what your buyers are doing as they journey toward buying from you, you might waste time and money.

Making your own lead magnets is doable and essential, but make sure you know why you are making one, how you'll set it up, and where you'll promote it so that it pays off. You'll need to be able to match your lead magnet with a goal to track and measure what's working and what's not when it comes to list building with lead magnets.

Checking the Numbers: Does Your Lead Magnet Work?

Just like you track and measure all your goals (since you set SMART goals), this part will be easy to find out. As a reminder, a SMART goal is a goal that is specific, measurable, attainable, realistic and time-bound.

For example, if you create a lead magnet to spread brand awareness while building your list, it's going to have a very different metric to watch than if you set up a lead magnet to sell and promote a specific product or service.

If you want to be sure your lead magnet is working as planned, you'll need to set up analytics for the following:

Click-Throughs to the Lead Magnet Landing Page

When you promote the lead magnet, are you getting enough traffic to the offer? If not, perhaps you're using poorly targeted headlines? Perhaps something is wrong with the offer itself? More than likely, you're just not using the right targeting parameters to get the right audience to look at it.

Number of New Email Subscribers Due to the Lead Magnet

If you are getting a lot of traffic, are you getting a lot of subscribers too? If you're getting lots of traffic but few downloads and subscribers, double check your landing page to ensure it speaks to the issues the freebie will solve based on what the targeted audience wants and needs.

The Number of New Subscribers Converting

How many new subscribers are becoming buyers? If you get lots of sign-ups but no one is converting after they've received all of your autoresponder campaigns, there has to be something wrong with the targeting of the freebie. Go back to square one and come up with a new freebie idea that is more focused on the target audience that needs your solutions.

Feedback Received about the Lead Magnet

When people receive the lead magnet, what are they saying about it? Set up your autoresponder to ask them once they've had enough time to consume it. The feedback can help you make it better. If you're not getting any feedback, and the traffic is low and conversions are low, start over.

The most important aspect of using freebies to build your list is to laser target the lead magnet toward only the ideal audience you want to sell a specific solution to. Don't try to make your lead magnets too attractive to too many people. It can help to create client

avatars and collect other information that helps you better target your ideal customer with your information.

Successful Lead Magnet Examples

If you're still not sure about the effectiveness or the importance of using lead magnets to grow your list, let's look at a few examples of successful lead magnets. To be successful using lead magnets to grow your list, you need to know how to target your ideal customer.

A good lead magnet:

1. Is laser targeted
2. Provides value
3. Works fast and/or easily

With that in mind, let's look at some examples of good lead magnets that will give you some fantastic ideas of your own to create a lead magnet and run a list growing campaign that is successful.

Some things to note about the successful lead magnets: They provide high value and proof of concept before taking any money. If you offer high-value solutions to your audience and are proud of it, there is no better way to promote your offers than through freebies.

- [Lynda.com](https://www.lynda.com) – When you first go to their home page, you'll be offered to start a free trial. They've been bought by LinkedIn and are now called LinkedIn Learning, but they still maintain the sales page for Lynda.com and make their free trial offer prominent and easy to sign up. The courses are of high quality. Once you try, you'll want to keep it, because it's less expensive than some of the other options around and they curate quality.
- [Leadpages.com](https://www.leadpages.com) – They also have a free trial. What's interesting is you can watch it work first and then also get the free trial so you can use the software yourself. Free trials work very well for things like software and apps. Trying this software makes you want to keep it because it really does work.
- [Carolinsoldo.com](https://www.carolinsoldo.com) – When you arrive at her landing page, you are automatically given the option to sign up for a one-hour free call with someone on her team. One hour is a long time in the coaching world, so it's a good deal with a well-known million-dollar coach for coaches. What makes this one work is the sales professional you end up talking to. You'll feel the value immediately and want to sign up no matter the price.

- MonthlyContentHelpers.com – This website is a private label content website focused on family and lifestyle content. The very first thing you see if you go to their main page is their free offers instead of a hard sell. This works to build their list, and they market the content as it's released to the list.
- WriterHelpWanted.com – This lead magnet is attractive because it doesn't actually give you anything more for free in exchange than they'd already offer someone looking at a sales page, but they make it appear to look like excellent free info. However, instead of a download, they entice you with an offer that you really do want to read more about. You have to click "Continue" to read more but to do that, you'll have to enter your name and email address. Once you do, though, assuming you're part of their target audience, you're not disappointed with the info and want the offer.
- Publishforprosperity.com – On the home page, they give you a choice. You can sign up as a member, you can buy done-for-you content, and you can try out free content. Either way, you're getting on their list. Once you do get on their list, you will receive value every day, along with offers that are targeted and valuable. Do you see a pattern?
- HubSpot.com – Upon going to the HubSpot homepage, you will be overwhelmed with all the entry points they provide, most of which require no money. They capture the audience throughout their buying journey. See if you can find each lead magnet and entry point. There is a free offer, a chatbot, and many free information offers.

To Sum Up

As you search the internet for information for yourself, start noticing when the business is trying to get your email address. That is the point in which they will try to deliver some form of value, which is the lead magnet. The lead magnet doesn't need to be downloaded or be a physical product; it just needs to be valuable enough and targeted enough to entice your ideal audience to provide their information.

Once you collect that information, it's up to you to deliver the highest value based on your knowledge of your ideal customer. A highly targeted lead magnet will grow your list. Just be prepared to live up to the example you set by blowing them away with the value you offer.