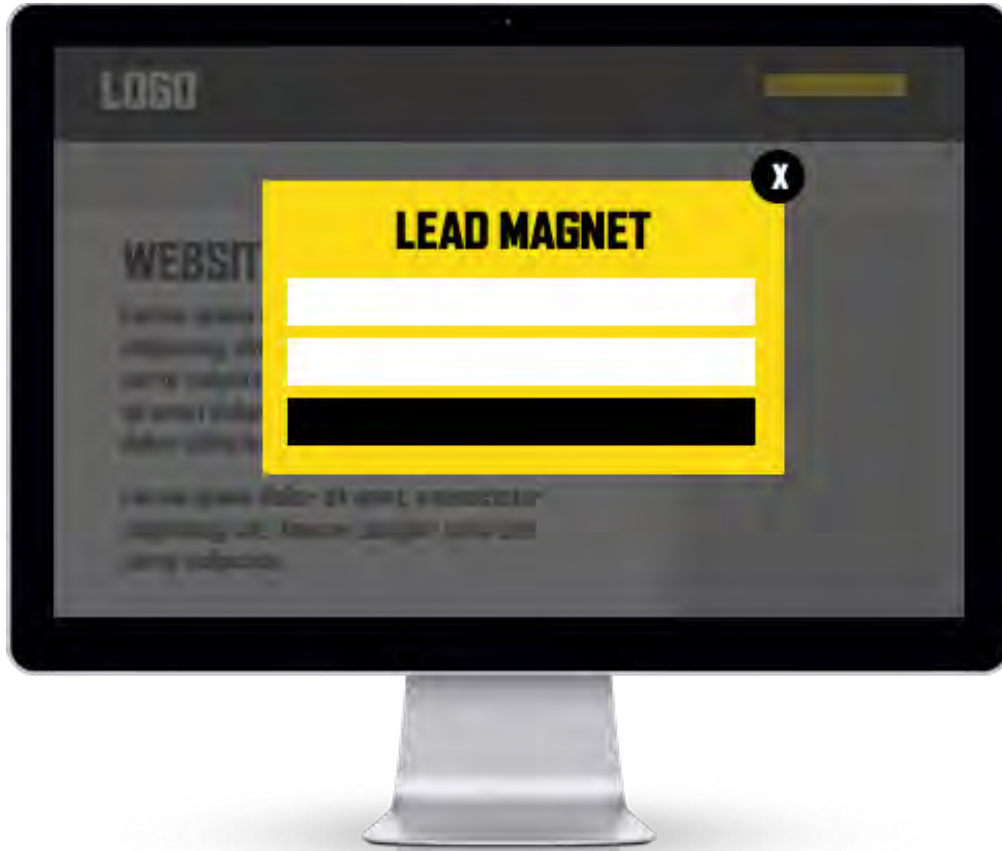


WHAT IS A LEAD MAGNET?



A small “chunk” of value that solves a SPECIFIC problem for a SPECIFIC market that is offered in exchange for an opt-in – for contact info.

Where Do They Go?

- + Website as a Pop-Up
- + Inline within page/blog content
- + Sidebar as a graphic
- + On it's own landing page.

THIS IS NOT A LEAD MAGNET...

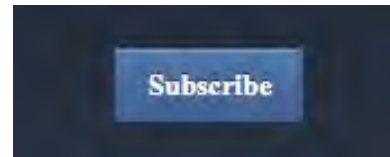
SUBSCRIBE TO OUR FREE DAILY NEWSLETTER



SUBSCRIBE TO OUR NEWSLETTER

Your E-mail Address

SUBSCRIBE



FREE E-BOOK

Stay up to date and informed by subscribing to our newsletter. To view previous newsletters [click here.](#)

First Name:

Last Name:


Email address:

Do you live in:

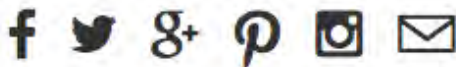
- USA & North America
- UK & International

Sign up

NEWSLETTER

CONNECT WITH US



Newsletter

Enter your e-mail



GREAT LEAD MAGNETS ARE

SPECIFIC

SO NOT THIS...

Join more than 48,000 readers!

GET **FREE** UPDATES +
MY 20 WEEK E-COURSE

MARKETING
101

FOR FREELANCE WRITERS

Email Address

Sign me up!

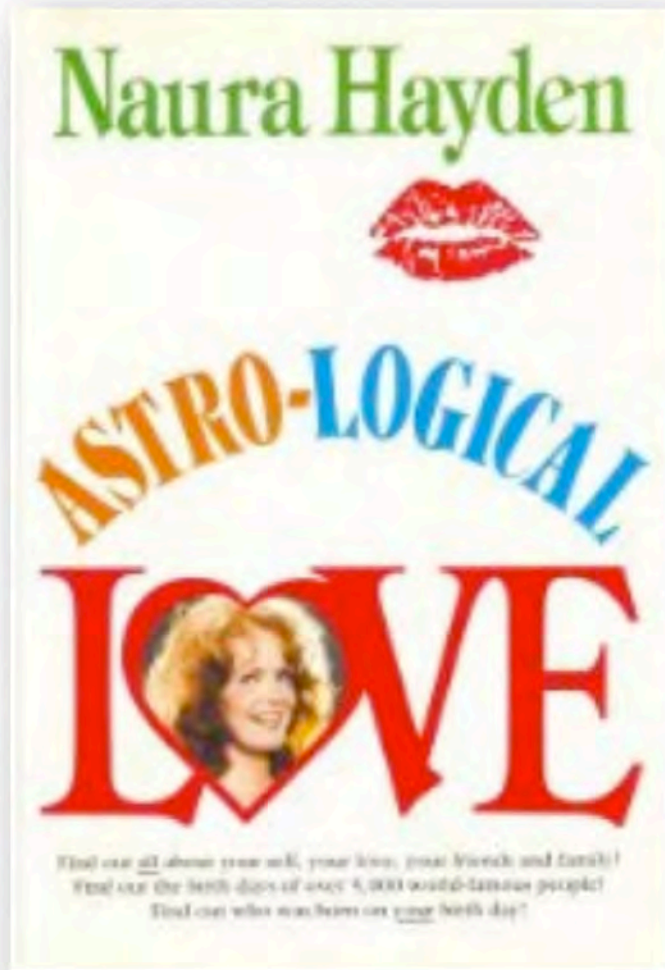
This lead magnet is non-specific and takes 20 weeks to receive the full pay off...

"e-course? What value do I get? 20 weeks? I better be a certified mastermind if I invest that much time..."

GREAT LEAD MAGNETS...

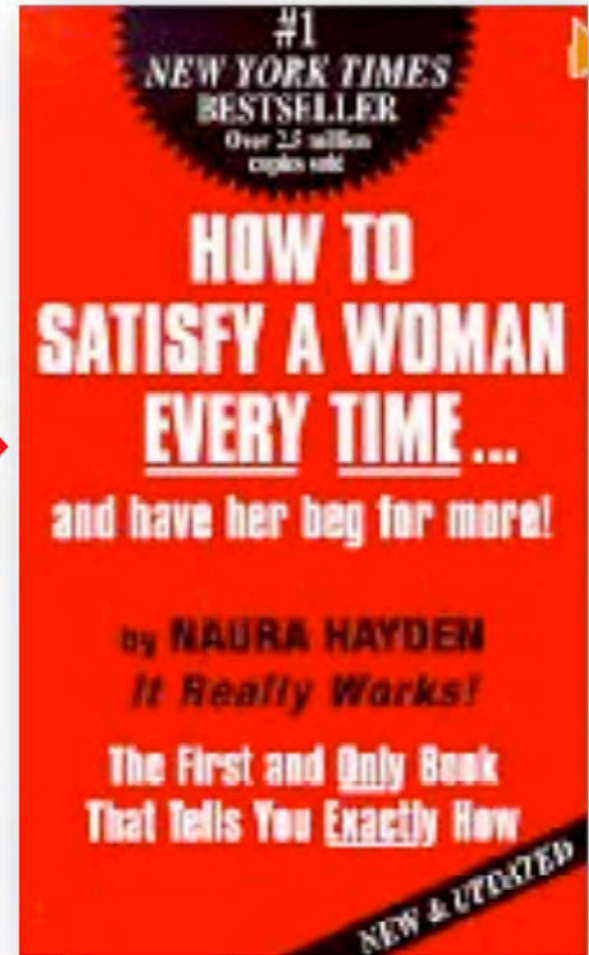
1. Make a SPECIFIC Promise
2. Give a SPECIFIC Example
3. Offer a SPECIFIC Shortcut
4. Answer a SPECIFIC Question
5. Deliver a SPECIFIC Discount

1. Make a Specific Promise



1982 version

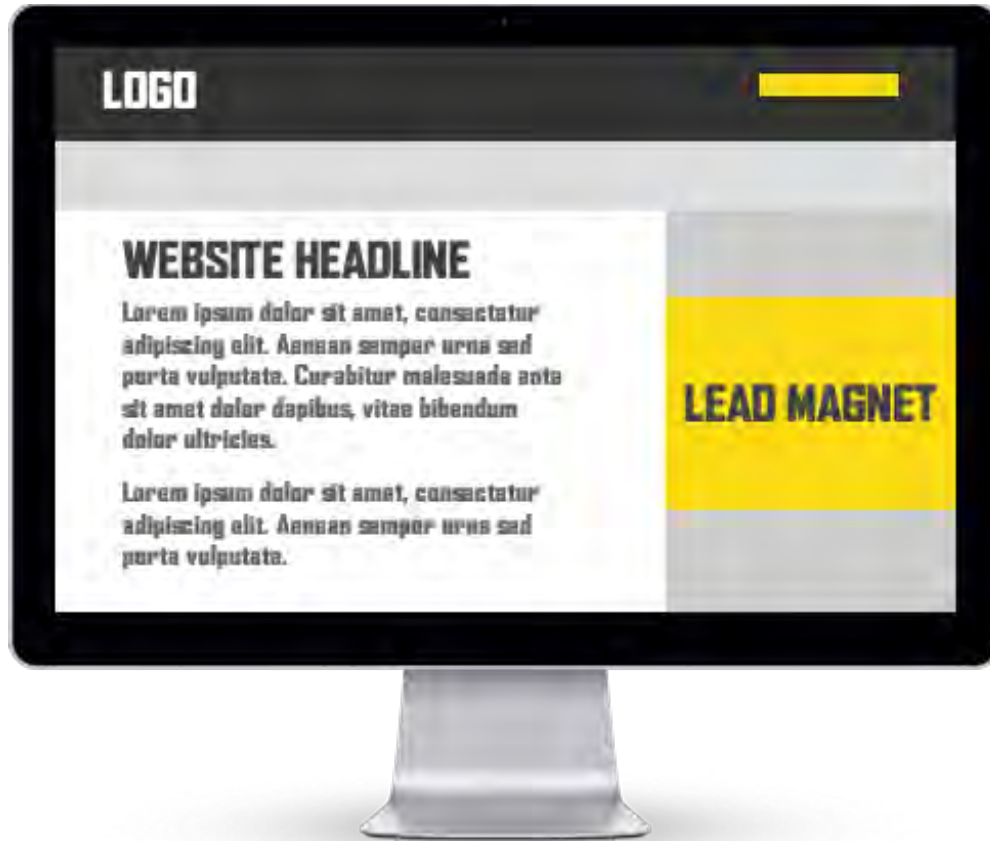
objective ™



Back to Print version

*Same content - Bestseller

1. Make a Specific Promise



Lead Magnet on sidebar of a web page or blog post

2. Give a Specific Example (i.e. Case Study)

****Better...but not specific enough.**



“CASE STUDY: How We Generated 250 Leads From Facebook in 18 Hours...Without Spending a Dime On Advertising”

Digital Marketer
12 November 2013

[FREE Video Case Study] We generated 250 leads and increased engagement on Facebook in 18 hours... without any paid FB advertising. No joke. <http://bit.ly/1bAN89u>

Want to see how we did it? Watch this Free Screenshare video from our founder, Ryan Deiss: <http://bit.ly/1bAN89u>

Metric	Value	Change
Total Page Likes	72,167	+0.1% from last week
New Page Likes	69	+17.3%
Total Post Reach	45,433	+122.3% from last week
Post Reach (This week)	44,739	+126.1%

Like · Comment · Share 154 17

3. Offer a Specific Shortcut (i.e. lists & handouts)

This little baby generated 28,507 leads in 45 days for the guys at digitalmarketer.com... (serious.)

The screenshot shows a landing page for 'The Ultimate Social Media Swipe File' by DigitalMarketer. The page features a dark header with the DigitalMarketer logo. The main content area is white with a red and green color scheme. The headline is 'THE ULTIMATE SOCIAL MEDIA SWIPE FILE' in red and green. Below the headline, there is a sub-headline: 'COPY & PASTE THESE 72 PROVEN HEADLINE FORMULAS TO GET MORE CLICKS FROM FACEBOOK, TWITTER AND YOUR OWN BLOG...'. A list of four bullet points follows, each with a green checkmark icon. To the right of the text is a graphic with a red ribbon at the top and bottom, and green arrows pointing left and right. The text in the graphic reads 'THE ULTIMATE SOCIAL MEDIA SWIPE FILE' in green and 'STEAL THIS HEADLINE SWIPE FILE TO GET MORE CLICKS FROM SOCIAL MEDIA' in white. Below the graphic is an orange button with the text 'DOWNLOAD NOW' and a white cloud icon with a download arrow. At the bottom of the page, there is a grey bar with logos for TechCrunch, The Huffington Post, Quicksprout, Forbes, and Mixergy. A small 'Reminders' button is also visible.

DIGITALMARKETER

THE ULTIMATE SOCIAL MEDIA SWIPE FILE

COPY & PASTE THESE 72 PROVEN HEADLINE FORMULAS TO GET MORE CLICKS FROM FACEBOOK, TWITTER AND YOUR OWN BLOG...

- ✓ 13 "PIGGY-BACK" HEADLINES THAT *ETHICALLY ALIGN* YOUR MESSAGE WITH TRUSTED BRANDS AND AUTHORITIES...
- ✓ 18 "THREATENING" HEADLINES YOU CAN DEPLOY IN ANY MARKET (*BE CAREFUL WITH THESE...*)
- ✓ THE ABSOLUTE EASIEST HEADLINE FORMULA TO WRITE...AND 41 EXAMPLES YOU CAN COPY AND PASTE PLUS...
- ✓ 3 SIMPLE HACKS TO OPTIMIZE ANY HEADLINE IN 12 SECONDS OR LESS...

THE ULTIMATE SOCIAL MEDIA SWIPE FILE

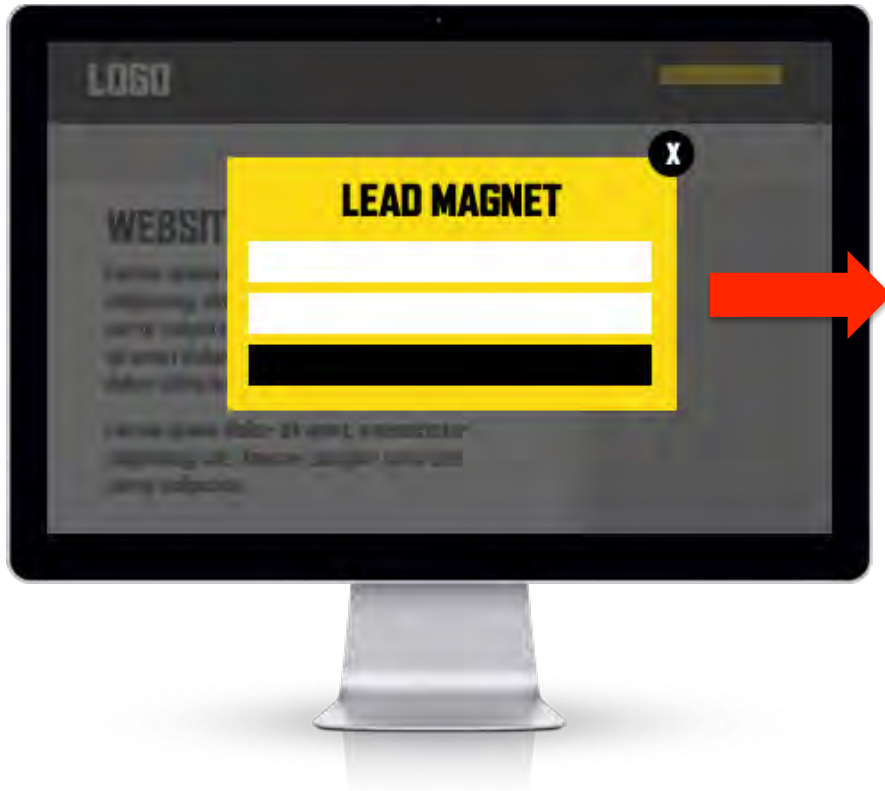
STEAL THIS HEADLINE SWIPE FILE TO GET MORE CLICKS FROM SOCIAL MEDIA

DOWNLOAD NOW

TechCrunch THE HUFFINGTON POST QUICKSPROUT Forbes MIXERGY

Reminders

3. Offer a Specific Shortcut (i.e. lists & handouts)



Lead Magnet Pop-Up Website Page or Blog Post

4. Answer a Specific Question

The screenshot shows the IKEA USA website's sign-up page. On the left, there is a blue banner with the text "Sign up for the 2015 Catalog now!" and a sub-headline "The 2014 IKEA Catalog was so popular that we're fresh out! But don't worry, it won't be long before the 2015 Catalog is here with new home inspiration! Sign up now, and you'll be among the first to get it! You can get your copy in the mail, or get it digitally, and enjoy extra features including video and Photo galleries. Remember, it's never too early to get inspired!". Below this is a green box with a smartphone icon and the text "Want inspiration without the wait? You can download the digital version of the 2014 IKEA Catalog today! Download the 2014 Digital Catalog". On the right, there is a sign-up form with fields for "Email address", "Confirm email address", "First name", "Last name", "Country" (set to US), and "ZIP Code". There are also checkboxes for "Inspirational emails and updates" (checked) and "Mobile text messages*", and a checkbox for "Yes, send me the Annual IKEA Catalog". A "Submit" button is at the bottom of the form.

In some cases, the most desired piece of information for the market is pricing and descriptions of products or services.

Ikea Harvests contact info in exchange for their catalog. And they deliver it digitally to speed up consumption & gratification.

4. Answer a Specific Question

*This website looks A LOT like most websites we see. Offering everything to everyone in a single place...

What is the main question this companies customers want/need?...

The screenshot shows the Rapid Filter website homepage. At the top left is the logo for Rapid Filter, featuring a stylized blue and yellow wave icon. To the right of the logo is a 'Proudly Made in USA' badge with an American flag. In the top right corner, there is a call to action: 'Call Us 1.325.625.1001' and 'Your Unique ID: 167 737'. Below the logo and call to action are social media icons for Facebook, Twitter, and LinkedIn. A navigation bar contains links for 'Home', 'Products and Services', 'Get A Free Sample', 'About Rapid Filter', 'Filter Works Blog', and 'Contact Rapid Filter'. Below the navigation bar is a row of four featured images with corresponding text: 'Order Online Now' (with a 'Buy now!' button on a keyboard), 'Industrial Products' (with a row of blue water tanks), 'Free Product Sample' (with a close-up of a pleated filter), and 'About Rapid Filter' (with a large industrial water filtration system). Below this row is a section titled 'Our Products and Services' with a paragraph of text: 'Rapidfilter is a MANUFACTURER of string wound water filters, melt blown filters, pleated filters and bag filters in Coleman, Texas. As our name indicates we are the fastest water filter manufacturer on Earth meaning we can usually manufacturer filters faster than wholesale distributors can order and ship them, and we give you factory direct prices.' Below the text are three columns of product images with labels: 'RO Membrane Cleaning' (showing two large white cylindrical filters), 'Pleated Filters' (showing four cylindrical pleated filters), and 'SHOP FILTERS' (with a close-up of a pleated filter). Below these are two more columns: 'REPLACEMENT PARTS' (with a close-up of a filter component) and 'PRODUCTS/SERVICES' (with a close-up of a pleated filter). At the bottom right, there is a logo for 'MEMBER Water' with a stylized blue wave icon.

4. Answer a Specific Question

Get Our **FREE Wholesale Catalog and Price List** [Get Instant Access!](#)

Rapid Filter Proudly Made in  **USA**

Call Us **1.325.625.1001**
Your Unique ID: 746 864

[Home](#) | [Products and Services »](#) | [Get A Free Sample](#) | [About Rapid Filter](#) | [Filter Works Blog](#) | [Contact Rapid Filter](#)

Buy Factory Direct Replacement Water Filters and Water Filtration Systems **WHOLESALE ONLY for Trade Distributers and OEMs.**

Water Filter Manufacturers US

Look Inside Our Plant

WHOLESALE ONLY
Rapid Filter
2012 - 2013
WHOLESALE CATALOG & PRICE LIST

First Name *

Company

Email *

Phone 1 *

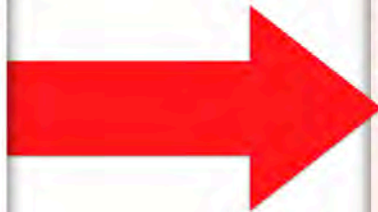
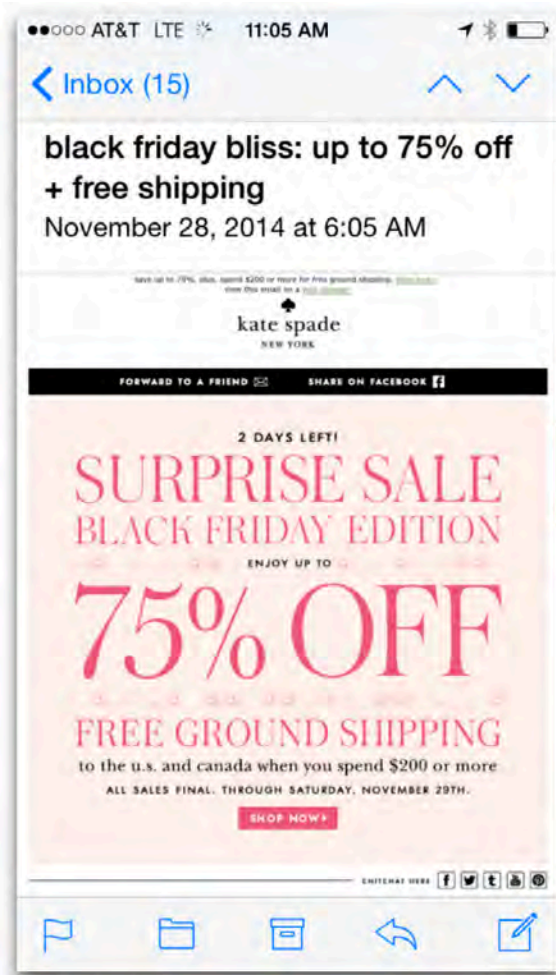
Shipping Street Address 1

Shipping City

Shipping State

Shipping Postal Code

5. Deliver a Specific Discount



5. Deliver a Specific Discount

THE ORIGINAL COSTUME WIG STORE GOOGLE+ CONTACT US OUR BLOG PRIVACY POLICY

MY COSTUME WIGS

Low Price Guarantee
Free Shipping Over \$50
w/ Coupon Code **FreeShip**

Call Us Toll Free ★★★★★
(888) 274-5650
Order online 24 hours a day - 7 Days a week

HOME SHIPPING INFO WHY BUY FROM US? WIG SIZING INFORMATION DO I NEED A WIG CAP? VIEW CART

\$4.99 Join The Discount Club & **Save 5% Instantly**

Like Ezra Firestone and 320 others like this.

Have A Question?

We Will Get Back To You Within 8 Hours

MOST POPULAR

- Mullet Styles
- Elvis Selection
- Afro Collection
- Clown Styles
- Beehive Wigs
- Troll Wigs
- Mustaches & Beards

DUCKY DYNASTY WIGS

SHOP NOW JACK!

At the very minimum, making a change like this to your non-specific “**newsletter sign-up**” and including a discount or adding some sort of value is progression.

FINDING THE HOOK

“if you had two minutes to impress someone, what would you say, show or give them that would blow their mind?”

FINDING THE HOOK

“What’s an interesting story or example you can show or tell that proves your product/service works like you say it works?”

FINDING THE HOOK

“What’s the one thing.. More than anything else...your prospects truly want to know?”

(ex. How much is my property worth? What’s your wholesale cost? Product list? Where’s the best fishing hole in Waco, Texas? Etc...)