The 1-2-3 List-Building

CHEAT SHEET

Step1: CREATE A Lead Magnet.

A lead magnet is something of value that you give away to persuade prospects to join your list. Fifteen of the most popular lead magnets



Email Course

Toolkit

Webinar

Case Study



Checklist

Newsletter

Swipe File

Planner

Cheat Sheet





benefit-rich title.

Craft an attention-grabbing,

Best Practices For Creating Irresistible Lead Magnets...



Solve an immediate problem of the recipient.



Focus on teaching a single and specific result.



Reference a paid offer in the



Include a call to action at the conclusion.

lead magnet.



Keep it brief to increase consumption and response.

suits the content.

Format your give away with a

Choose a format that best

graphic-rich design. What works best:



Your lead magnet should solve a specific problem with a specific solution for a specific segment of your

Step2: CAPTURE The Opt-In.

Once you have created a lead magnet, you want to make it available to those who visit your website through an opt-in form connected to your list management resource (Example: Aweber.com). Here are five of the most effective ways to host a form to give away your lead magnet and build your list...

Opt-In Popup.



A form that appears over the top of the webpage content and must be submitted or closed before the visitor accesses the page.

In-Content Forms.



Worksheets

Templates

Interview

Resource Guide

A form that is embedded in the content (typically midway)of a page so the reader must lock eyeballs on it as they continue reading the accessed information (Example: blog post or sales page).



Header or Footer Bar/Form.

A form (or a bar that is linked to a different page where the form is located) that is positioned at the very top of the browser window or the very bottom.



LANDING PAGE



SIDE BAR

A form that is show cased as the dominant or (more likely) the exclusive part of a webpage with a sole purpose of building a list.

A form that is located to the immediate right or left of the webpage, typically as part of a multi-columned blog format.

Elements Of Effective Opt-In Forms...

Professional graphics.



Attention-grabbing headline.



Benefit-rich subheadline.



Promise of instant delivery.



Lead magnet value emphasis.



Call to action. Privacy policy.

What works best:

Best Practices For Targeted Traffic Generation

Split-test your lead magnets

Offer a high-conversion,

low-cost product to offset

and opt-in forms.

advertising costs.

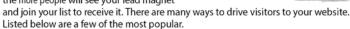
Upon submitting the email address, redirect the subscriber to a page that informs them that the link for the lead magnet has been sent to the submitted address. Consider presenting a special offer at this time, and/or deliver the lead magnet on a sales or special offer page.

Step3: CHOOSE A Traffic Source.

Upon creating a lead magnet and a form to capture email addresses, it's simply a matter of getting website traffic to the page where the form is hosted.

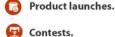
Understand this:

List-Building is about traffic generation. The more traffic you get to your website, the more people will see your lead magnet











Paid advertising.

Set up a follow-up sequence

of emails to skyrocket your

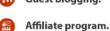
conversion.

Master a single source of traffic,

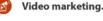
Participate in mutually beneficial

joint ventures for free traffic.

and then add a second.



Guest blogging.



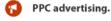
Content syndication.

Forum interaction.





Ways To Generate Traffic...









Social media.