

Lead Magnets

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You're listening to business dad Asri, the audio advice column for your online business. I'm Kirsty Fenton.

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And I'm Amy Posner. We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach.

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The question we have this week is this, I'm about to build my first ever lead magnet and finding it hard to settle on an idea. And to an extent whether I even really need a dedicated download. Or just to get into the habit of prompting people to join my list. I have a decent ish following on Instagram. So if I could move people from it onto my list that feels like a decent place to start. Anyway, I'm curious as to what kinds of lead magnets you two have had over the years? Which ones have performed well, which ones have flopped, etc? And what your respective list building strategies look like at the moment? Thanks in advance. I love this question.

01:00

I love this question, too. Oh, there's, there's there's so many possibilities. And so do you need a dedicated download? Let's start there. Because that's one of the the first questions. When I think about this, I don't think of it so much in terms of needing like a thing. What I think of is in terms of heading, how do you best deliver value to your audience with the goal always of getting them on their list, this kind of harkens back to, to our episode that dropped what, a few days ago, and in the third week in March, write about the list the list and social media and you know, the sort of the juxtaposition and the tension between the two, I think you do need, I think you do need a reason for people to join your list. And the reason I said I don't know if it needs to be a dedicated download is because I don't, I don't know that it matters. What the media is, although one of the strategies that we've used a lot over the years is to is create a lead magnet written lead magnet, that's a PDF. And

then you know, you've obviously you have all the steps that you take, which we can discuss, to get people to that piece so that they join your list and they download it. And then what often happens, and we all know this from experience is you download the thing, you get the thing, because the title is really compelling. And it's like, oh, I need to know this, you get the thing. And it's like, well, I don't have time to read this now. And so it turns into never because you forget, it's even on your hard drive. So the strategy becomes now you your email, follow up to that is actually picking apart that piece and giving people bits of that content. You can even reference the content, like you know, on page five, where I tell you XYZ, you know, great if that inspires them to go look at it because Page five sounds good. What's on page six, that's great. If it just gives them the content and delivers it in another format. That's fine, too. And that's a really good strategy. Because I find that that's a question I get a lot like, Okay, now I've sent them this, like, I've sent everything I've given my best stuff. What the hell do I say in the email series? You say the same exact thing? Yeah, so let me throw it back to you, Kirsty, because I could ramble on this is this is a favorite topic of mine.

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I love it. It is. So yes. So I agree with you, Amy, that I don't think it's about having a dedicated download. I also don't think it's just about prompting people to join your list, I think the thing that works, is having a reason that people need to be on your list. So for example, you know, I when I first started my business, I did go ahead and I built like a five day mini course on how to write humorous copy, which worked really well at attracting other copywriters to my list, which was very large, strategic oversight on my behalf because they were not the people who were going to buy my services. But we can talk about that later, in terms of lead magnets that have performed well and flopped. But what I have found in more recent years to work really well. Things like when I deliver a guest workshop inside of someone's group program are inside of their membership, having a link at the end of that presentation where people can go to my website, enter their name and email address in exchange for a copy of the slides, for example. So that has worked reliably well, because it gives them a reason to hand over the email address, right, if they've really got something out of that presentation. They want a quick sort of reference point or an easy way to go back and, and remind themselves of what we spoke about, like it's there waiting for them. Other things that have worked well, ie, like creating really specific emails, or, in some cases, content pieces that relate to what I'm speaking about when I'm guessing on someone else's podcast. So again, thinking about situations in where I will be put in front of a new audience. And of course, side noting that obviously you have to be strategic about making sure that that audience is relevant for you and your offers. But then thinking about what's a really great reason for them to come from that space. Now I'm meeting them and come over to my space to my home on the internet and to join me I list other things that have worked well, you know, in on a much smaller scale, because I too have a much larger Instagram following than I do. People on my list is teasing emails that I'm about to send out to my list, you know, a day or two in advance in my Instagram stories, and having a CTA to join my list that way if people want to get the scoop, or if people want to get, you know, the insights or the the full version of what I'm what I'm talking about there. So I think, yes, a dedicated download can work, if it is enticing enough for people to want to, you know, hand over the email address in exchange for it. And I think far simpler things can work to, like, you know, a downloaded version of the slides or even just a CTA, like on Instagram, like I just mentioned. So I hope that answers answers that question. It's very much and it depends, and I guess a, an encouragement to think strategically about your opportunities that you have.

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Yeah, and I think, you know, one of the things that we talk about a lot is, you know, what does the content be? Instead of like, what are people asking you is one way to know, what are people asking you a lot of and what does your audience need to know? Like, what's going to be meaningful to them? And so you ask what lead magnets we've had over the years, I just pulled up my little folder, lead magnets, mine is like, oh, there's

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a lot in here.

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Well, it's interesting, you know, I've always had something on my site, right, what I have right now is a mini course. Well, it's not actually it's a pretty intense course, it's a five day email drip course called Breakthrough clients. And that's my, I think, this is embarrassing, I think I still have a couple of other lead magnets on there. And I probably shouldn't, but I've always had something on there to get people on my list. And for a while, I had a variety of things that I you know, I was rotating out. But what a way that I used a lead magnet in my early days very successfully was I had, I guess, kind of a lead magnet slash INFO kit, I guess, for lack of any other term. And so it was it was meant to demonstrate my expertise by showing you examples. And it's sort of used the philosophy that a lot of lead magnets use, which is the idea being someone couldn't read this, engage with it, walk away able to do something they couldn't do before they read it. So it's like it's actually empowering and useful, and you tell the whole story, but you also want it to have the effect of they go I don't want to do this. This is obviously a job for a pro and they want and they want to hire you for it. So so it delivers value while at the same time elevating what you do. And that's that's unique to writing. I think I don't I don't think we have you have that as much in in, in other in other digital professions. Just because everyone was taught to write everyone thinks they can write and they confuse that with copywriting. So that's sometimes that's sometimes an uphill battle for us. But that was that was that worked really well for me. At when I switched more to a mentoring and coaching role, I created lead magnets that were relevant to my audience, I have have something on six profitable copywriting niches, copy that closes was the was the info kit slash slash lead magnet, I have seven strategic moves like how to fast track your successes as a business owner. What else? I've got a bunch of case studies those don't really count. Yeah, but anyway, anyway, those kinds of things. And I've been Oh, I've got a roadmap for iPad, no roadmap for discovery calls. And I've used that actually, that's interesting. I've used that in a lot of trainings in other people's rooms, groups, whatever. And that's the thing I always give away, just just like you do, I always have something to make it useful for people. And also, ideally, to get them on my list to get them interested in what I'm doing. And that's just like, Oh, here's the thing, you can, you know, go over here. And you can you can follow along or gives you the, you know, this, this little graphic shortcut. So, anyway,

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I think that was the lead magnet I joined your list on like years ago, because I remember I met you at the very first the copywriter club in real life event in New York, and you gave a speech on sales or discovery calls, I think it was and I think that was a lead magnet you had and I remember joining your list and loving it. So just like that's a really effective lead magnet in your stable.

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You Thank you. Thank you that that's, you know, that's something I just just want to underline that because you said it, I mean that you you offer the slides, like whenever you do anything anywhere. I think that's so important, like give people a way to stay in touch with you. And I mean, literally if you're like, you know, if you're on a state injury or on LinkedIn, it's like, people people forget that. Right? It's like, you have to you have to give them the reason you have to compel them. No one's coming on their own.

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Yes, exactly. So have you heard in that list you're looking through, I'm just curious, any lead magnets you're looking at and you're like, Yeah, that one didn't work.

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I'm looking at one. This was one I did with a couple of copyright. was a Copy Hackers. It was a Mad Libs landing page thing, and was so goofy. It was kind of it though and it was it was for big company, it was kind of nice to have my name on it. I'm looking here. Yeah, you know, I think that I think the seven strategic moves was was one that like, you have one that says you never sort of feel quite as proud of or it's just like it doesn't feel up to par with all the others. That was the one for me. And I kept, you know, I kept moving it around and changing it and not being sure I really wanted to send it to anybody wasn't my best work that kind of thing.

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Yes, I know the feeling. Yeah. Interesting.

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Yeah. So what else? What do we have here, let's just see what we've covered, built my first ever lead magnet to settle on an idea. Oh, let's address that for a second, the settle on an idea. Because I do want to just talk about something I brought up about, like you know, you want you want to tell them in the lead magnet, like teach them how to do something, be really careful there. Because it's a very fine line, I think what what you ultimately want to do is what you want the lead magnet to achieve is you want to deliver value to your client. And you want to demonstrate to your potential client, your audience. And you want to demonstrate your expertise. And beyond that, that's what you need to do to get people on your list. Right? It needs to be something that's that's of value to them.

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Yes. And I would say to because I just want to flag that I think this can look different across industries, because we don't know what kind of business this person has, I don't think they'd haven't said they're a copywriter they might be. But like I remember, for example, when I was planning our wedding,

coloring my wedding, I looked on so many bloody websites for like catering, like wedding photographers. And for like 80% of them the list join reason was to download our price guide, which of course I did, right? Because I feel like it's rare these days that you'll find someone who would prefer to hop on a phone call to ask that kind of question. Like, it's easy, and it feels quite relatively anonymous to be able to put in your email address and download a price guide. So that could also be a really good way to get people on your list. But I think if you are using a strategy like that, do not just deliver the price guide. And then that's it, like, keep in mind that you want to be nurturing that person who's just, you know, being interested enough in you to get to want to get a handle on how much you actually cost. So don't just deliver the price guide, and then you know, disappear. Think about how you can keep nurturing that person, you know, what else can you send them that might build that know, like and trust with you? What could you share with them about your process? Or, you know, do you have any, you know, recent photographs or whatever that you could share that, you know, might be in line with that vibe, but you know, is there some sort of quiz that might help them understand, like, you know, their preferred, you know, kind of vibe for the photos of their wedding, like I don't know, I'm just spitballing because obviously, that's not the industry I operate in. But just to say that value delivery can look very different depending on the industry in which you work. And also, don't forget to keep nurturing that person once they have actually joined your list, or downloaded that thing. Because for a lot of businesses, you know, there is a runway, and sometimes quite a significant one between like joining a list, and then investing in an offer, or hiring that person for a done for you service. So don't forget about the importance of keeping front of mind and and building that know, like and trust piece as you go along.

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And it's also I mean, remember that that's the reason for the list, right? I mean, this is the reason, you know, we talked so much about building a list and making sure that you're using vehicles to get people from your social media platforms to your list. But currently, I think your point is one that really it's a little sideways here, but I think it really needs to be highlighted. The list is always there to nurture and it's there to communicate with people and build a relationship with them. And they're you know, every purchase every sale has a sales cycle. And everybody that spends money has a level of readiness and a time in a timeline. And you're going to need clients next year, as well as you need them tomorrow as well as you need them next week. And so the point is you can build relationships with people and deliver value over time. Not only can you you should, because that's how that's how business gets done. And then that's how stable businesses are built. And people really resist it. And I have resisted it for a long time because it's commitment, right. And I think the biggest thing people run into, besides it being a commitment is the famous, you know, what do I have to say or what do I have to add to the conversation? So I have to say something that I I always say because I think it's important to hear, you know, your prospective clients don't need, you know, thought leadership. They don't need a unique voice. They don't need something they've never heard before. They just need to know what you think and that you have an opinion. So I'm going to hire you and work with you. You know, and I can I can get a sense of what you think and how you how you move in the world, I'm more likely to hire you than the person who I can't find that out about. So, stepping off soapbox

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was a very worthwhile soapbox to step on. Because I think that's so important. And can be easy, I think to lose sight of too, when you're so focused on like building a list. Like, yes, of course, it's important to build one. But it's also like, the point is that you build it so you can nurture it.

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Yeah, and I've told this before, too, but I think it was it can read through, it's 2016. I mean, my my biggest income earned 2016, and half of 2017, then would have been someone who recorded for 18 months, you know, just they were on my list, and we kept in touch. And when they were ready, I was the one because I had been in touch with them. You know, they'd already you know, by the time they came to me, they they knew things that I've been talking about, because they've been following me, which is, you know, it's always kind of funny. But it

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works that it does. I'm just looking through this. One of the last questions I think this person has is what your respective list building strategies look like at the moment. So Amy, did you want to talk about what yours looks like? We're worried in March 2023.

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It's funny, because I mean, my mind is about to shift radically, because it's stuff that I've been building for a little while. But I mean, what it is right now is, I have I have breakthrough clients on my site as a free course. And for a while a long while I was doing YouTube videos every week. And that was that was driving people ideally to my list. And I'm about to start that up again, but in a much more strategic way in actually to build the list and to integrate with what I'm trying to offer because I've actually built a sort of sideways ascension model, which I've talked about on here before. You know, where it's a free offer to a small paid offer to a bigger paid offer. All like sort of in a minute. What do you call that? They call it a value chain? What do you call that island? Now? Imagine me drawing a sideways line. It's that.

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Love it technical term?

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Yeah, it's a technical term. And then you know what I'm I am planning to do that once this. And I'm not trying to be elusive. I'm putting two courses together. And once those are done, I will start advertising the free stuff as a list build in order to coerce people to buy the other thing. So that's that's the plan. But all the pieces have to be in place before we can push go, because that's how it works. It's all tied together. Yep. Oh,

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I love that. Yes. My list building strategy at the moment looks quite different. So I've definitely experimented with quite a few things over the years. At the moment, my primary way of building my list is via workshops inside of other people's paid programs. Also guesting on other people's podcasts,

although a lot of those recent podcasts guesting experience, have driven people to the top of an evergreen funnel, which I was traveling for a while, and I'm currently in the process of rejigging and rethinking. So that was where a lot of my list building and lead gen focus was, was centered, not very true at the moment. So it's more about bring people onto my list generally. So again, through your workshops inside other people's paid programs, and also through just teasing emails that I'm writing on Instagram and getting people to invite people to join my list that way through Instagram stories, and in the near term future. So in the next sort of two months, a lot of my list build will come from a new reflective practice membership that I'll be launching in that it will be the lower tier will be just to pay what you can offer. So looking at that, and hoping I guess, for a lot of word of mouth, as well as more active promotion for me and more strategic promotion for me, but using that as a way to get people onto my list, because theoretically, you know, it's pay what you can so you could join that for nothing in exchange for something that there will ideally be a lot of really valuable social proof for. So I'm always experimenting, always trying new things. And maybe the last thing I'll say, too, I'm not doing these at the moment. But I did go through a phase where I just offered a lot of free, no strings attached workshops, and they worked reliably well for list building, too. But I would say for that, you know, I think he needs to be someone who is very comfortable and it can deliver good value in that kind of scenario. So on on a live workshop, in order for that to be a good strategy for you and your business. I hope we haven't confused whoever has asked this question, but just like, here are a lot of different ideas. I hope what we've achieved is like knocked the blinkers off a little bit in terms of what's possible and boiling it back down to being strategic and you know, delivering a reason for people to actually come on to your list from whatever other platform they may currently be interacting with you on and that that reason can be all sorts of different things from a dedicated day. Download, too, you know, getting the full version of something you're sort of sneak peeking somewhere else, getting the slides for a workshop delivered, like whatever that might be. Anything else you want to add me, I feel like I'm rambling.

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I think that we may be underscoring this point a lot in future episodes, but the idea of, you know, of getting people off of social media or getting people who want to interact with you more or go deeper off giving them the opportunity to get off social media, and onto your list. And if you listen to our episode 111, the the cautionary tale, you know, it's sort of more important than ever, because a social is easier, but you don't own it. You just don't control it and controlling the list, you know, and controlling your audience is that's when you own a business. If you don't have an audience, you know, you have Well, I wouldn't, I wouldn't say you don't have a business, but you don't have a sustainable business. So and that matters.

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100% Yes, yes. Yes. So it's great that, you know, the person who's asked this question is really putting their mind to that at the moment. Because building that audience there where you can reliably reach them is so important in terms of being able to promote and sell your offers, effectively. So good on you. I hope there have been some good ideas, or even just some sort of good things to noodle over in this episode. If you have any questions that have come as a result of this, anything else you'd like to know or like something related to this or something completely different? Head on over to business badass dot CEO slash podcast and you'll find the submission form are waiting for you there. Thanks for listening.

21:41

Catch you next time.