

# The Ultimate Lead Magnet Blueprint

## Boost Your Online Sales with Laser-Targeted Conversion Strategies



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## Introduction to Lead Magnet Creation

Many people struggle to make consistent sales with their online marketing. When I started my online business nearly thirty years ago, I had the same problem.

I was shown how to make an advert that then sends the prospective client to the sales page. Even if you had an in-demand product, you would make only 1-2% of sales. You need a lot of traffic to make just a few sales.

That is why most people feel that they can do better if they are just able to get more traffic. In most cases that is not your real problem.

## Your Biggest Problem is Your Conversion Rate

To get more targeted traffic to your website is hard work and it takes time, money, and effort and it is getting more expensive by the day.

What if you can make more sales with less traffic? Won't that be a better solution to your problem of not making enough sales?

Over time I have found such a solution that can bring you more sales with much less traffic. It is, however, not just one thing that you must change in your online marketing. And yes, it will also work with any local business.

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You need to build a list first and you do it with a high-quality lead magnet that will attract your ideal customers to you like bees are attracted to flowers.

**There are several things that you must do differently:**

1. Start with your offer and make it so good that people would feel stupid not to take you up on it.
2. First build a list of interested people instead of trying to sell to new customers directly.
3. Build a relationship with your new list members and get to know each other first.
4. Show them the value that you can supply before you try to sell them anything.
5. Solve a problem for them at no cost so that they can see the results firsthand.
6. Now they will be more inclined to invest their money to solve the next problem that the lead magnet reveals.
7. Create amazing lead magnets to wow your prospective clients so that they won't be able to wait to get their hands on your core offer.

This is not as difficult as it might sound, and you must do it only once and it can then work tirelessly for you for years to come.

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## Making Use of Lead Magnets to Sell More



You might ask how using a lead magnet will solve your problem of not making enough sales?

There are several ways in which a good lead magnet can increase your sales conversion rate.

### **Benefits of a good lead magnet:**

1. It allows you to attract just the most interested people to your offer.
2. It enables you to solve a specific nagging problem for your prospective client.
3. It allows you to build a pre-qualified prospect list with which you can build a relationship of trust.
4. It can show them the quality of what you can deliver to them.
5. It can put them in your debt because you gave them something valuable for free.

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6. You can pre-sell your main offer in your lead magnet by explaining just how your core offer can solve the next problem for your prospect as well.

7. It can reduce the relative cost of your advertising in that you get a higher conversion rate. More people subscribe to get free stuff and over time you will sell more to them.

Now let's look deeper into each of these benefits of creating a winning lead magnet. We will take them one by one and investigate first why it is necessary to do it in this way.

Next, we will discuss how you can make it work for you and your topic of choice. It would be a good idea to create a lead magnet for each of your products if you have more than one main product or category of products.

For physical products your lead magnets can be as simple as product guides for each product or group of products.

In the conclusion we will give a summary of what we covered in this guide and show you what your next step can be.

**In the words of a great marketer, Frank Kern:**

*"First you tell them what you are going to give them.*

*Next you tell them what you are giving them.*

*Then you tell them what you gave them."*

*(Frank might have borrowed it from Gary Halbert.)*

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## 1. Targeting the Right People



It all starts with the headline of your advert. It should be something that will immediately catch the attention of your ideal customer.

You must know what it is that they struggle with. It might be that they feel they are not able to get enough traffic. You can further narrow it down to mention just who they are.

You can ask: “As a web designer (or graphic designer) do you get enough traffic to your website?”

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This headline will immediately catch the eye of frustrated web designers. They might be willing to give you their contact details in exchange for your solution.

**Next you name your lead magnet:**

**The 5-Day Web Designer's Traffic Solution**

**Graphic Designer's 7-Step Lead Attraction Program**

In the process to name this lead magnet I could have started with:

**An Easy Way to Make More Sales Online**

An Improvement would be:

**Seven Easy Steps to Double Your Online Sales**

To clarify it even more I decided to use this title:

**Easy 7-Step System to Create High Conversion Lead Magnets**

Which one would you prefer, or can you come up with an even better one?

Why don't we ask [ChatGPT](#).

**This is the answer that I received:**

Title Suggestion for Your Lead Magnet: **"The Ultimate Lead Magnet Blueprint: Boost Your Online Sales with Laser-Targeted Conversion Strategies"**

Explanation: This title captures the essence of your lead magnet by emphasizing the importance of conversion rate optimization and the role of lead magnets in achieving it. It also hints at the practicality and effectiveness of the strategies you offer, which can intrigue your ideal prospects and encourage them to opt-in to your list.

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Use power words like Solution, System or Program and never call it a training course because people want quick solutions and don't want to spend hours learning things.

Your title should hint at how easy and quick the solution is. Most people want the solution yesterday and don't want to spend weeks learning a new skill.

If you target your advertising this way, you will only get the desired people to click on your ads. Your opt-in rate will be much higher and your cost-per-click will be much lower.

When you send clicks directly to your sales page, your cost per click will be from \$1-\$3 and you might get a conversion rate of only 1-2%. With a \$100 per day advertising budget, you might be able to make just one sale per day.

With a lead magnet that is well targeted, your opt-in rate can be from 20-50% or even higher, depending on your customer's perceived value of your offer.

If they see it as convenient and a quick and easy solution for their problem, it can be as high as 70-80%.

With such a high conversion rate your CPC will be from 20-70 cents. For less money you now will be able to add from twenty to eighty or more new leads to your list each day.

By using AI, you can design several adverts that you can test to see which works best to increase your conversion even



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further. You can also create better lead magnets with the help of AI in much less time.

This will allow you to test everything thoroughly until you make so many sales that you can't even handle the volume.

Testing and analyzing your statistics is how you improve your conversion rate continually.

To help even further with your marketing costs, you can mention your core offer on your thank you page and give a link that your subscribers can follow to your sales page.

If enough direct sales are made, you can have a self-funding marketing campaign where you get paid to market. That one sale per day can then pay for your advertising.

**Pro Tip:** Make an offer to fast movers of your first product at a one-time discount on your thank you page. You can then make more than one sale per day and turn a profit on your marketing.

Now, if you really put in the effort to create a super lead magnet that gives your prospects the results they want, they will be so excited that they will tell all their friends about it.

Word of mouth is the best advertising that you can get and soon you won't have to do any marketing at all. With no or very little marketing cost, your profits will soar, and your business will grow exponentially.

## 2. Solving the Right Problem for Your Prospect

The whole idea with your lead magnet is to solve an initial problem, relieve pain or remove an obstacle for your prospect. This will reveal the main problem that they will encounter which is then being solved with your core offer.

If the lead magnet helped them to get where they want to go, then they will probably trust you enough to invest their money in your next offer.

Look to see what the path of your ideal customer will be, and you'll find how you can help them the best. Then create a lead magnet to give them the solution to a specific problem they will encounter.

Solving problems is never a linear process but rather a cyclic process. The solution of one problem will invariably lead to the next problem.

### **Take list building for example:**

1. First you must get your prospect's attention to click on your ads.
2. Next you must get them to fill in their contact details on your landing page.
3. Now that you have them on your list, you must train them to open your emails and read them.
4. Next you must get them to trust you enough to start clicking on your links and to consume your content.
5. Lastly you must get them to buy from you.

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So, you can find out with which specific thing your prospects struggle the most and then create your lead magnet to help them with it. It could help them create better adverts or social posts that will lead to more subscribers.

Your core offer can then be a complete video series to take them the rest of the way until they are able to close the deal.

This can be showing them how to create a winning lead magnet, how to nurture their list, how to write a killer sales page and how to stack the deck with bonuses and a money back guarantee.

Always remember that different people consume content differently. Cater for all their needs by creating text, video, and audio so that it can be read, viewed, or listened to.

This can easily be accomplished with the help of AI tools like



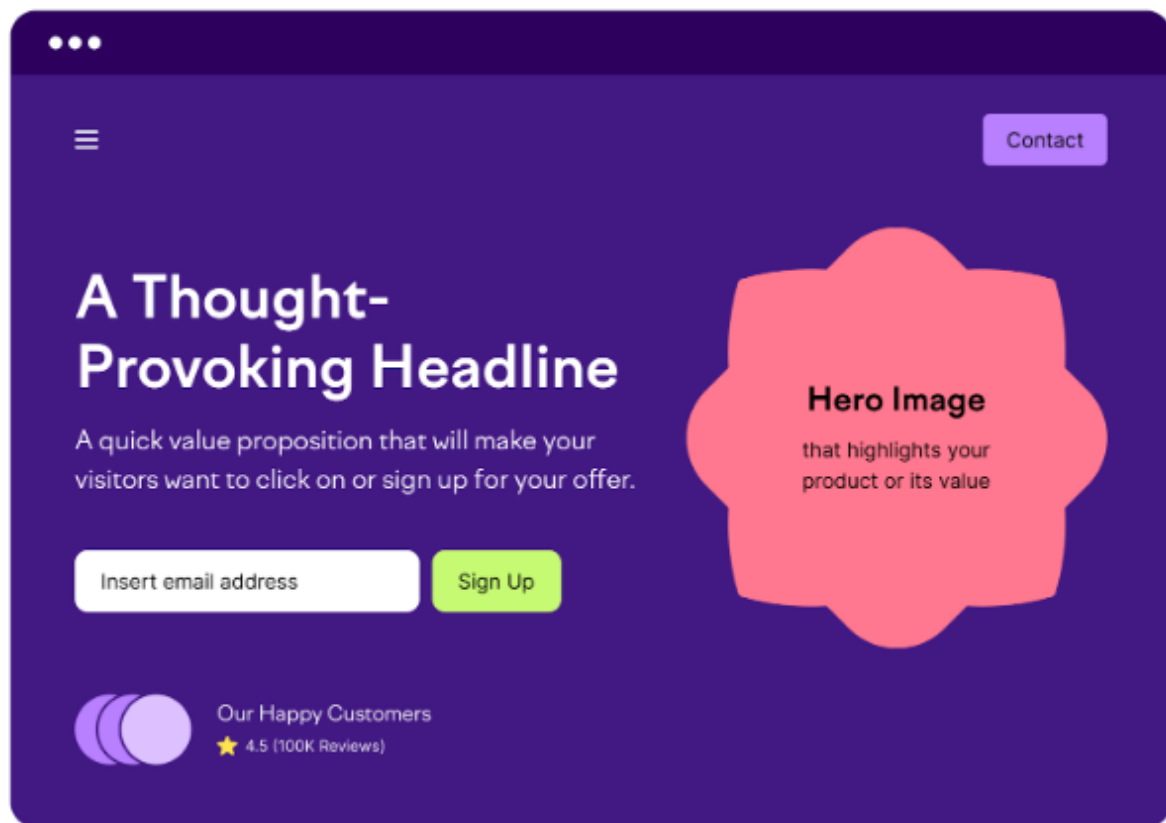
[AI Video Suite](#).

### 3. Pre-Qualify and Nurture Your list

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By choosing a good name for your lead magnet, you will repel people that are not a good fit for your business and only attract those that will benefit the most from it.

It is good practice to use the same images, colors, and style in your adverts as well as your lead magnet image. This will ensure that people who clicked your ad will not be confused when they land on your capture page.



Give some detail in your bullets on your landing page that will clearly show how the consumption of your lead magnet will benefit the user. What specific problem it can solve for them and how it can take them from where they are to where they want to go.

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It should narrow the gap for them to get one step nearer to investing in your core offer. It should also make them eager to open your follow-up emails and to be curious to see what else you can offer them.

By following up regularly, you will allow them to get to know you better and, in the emails, you should ask for feedback on your lead magnet. You can also suggest that they share it with their friends if they found value in it.

Building an amicable relationship with your readers will go a long way in preselling them in what your solutions can mean to them. How it can change their lives and provide them with the progress that they long for.

People that see progress in what they do will be happy and happy customers will do much of your marketing for you.

(To be able to create landing pages and keep in contact with your list effortlessly, you need a good autoresponder service. I have been using GVO's services for several years now and can recommend their [HostThenProfit](#) service. It also offers hosting for four of your websites. *Disclaimer: This is my affiliate link and if you buy through it, I'll earn a commission.*)

### 4. Creating an Extraordinarily Good Lead Magnet

Prospects that invest their time and effort to consume your lead magnet, will see results. Prospects that make progress

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will be willing to also invest their money to make even more progress.

It will be worth your while to spend more time to create the best possible lead magnet that you can. If you are just slapping together a quick fix lead magnet, it can backfire on you in that people will warn others about the poor quality and tell their friends to avoid wasting their time with you.

It can harm you more when it is not what the prospect expects to find. Broken promises are very difficult to rectify. Rather err on the other side. Deliver more value than is expected and it will surprise your readers.

Especially when you use AI like ChatGPT to create content for your lead magnet, you should edit it well to ensure that it not just give some general information. Make certain that it is something that you want to put your name to it.

### **5. Solving a Problem at No Cost**

If you get good at creating valuable lead magnets, then you might even consider not giving it away for free. You can offer it at a well reduced price. When people pay for something, they might put in more effort to consume it.

You can easily put a price tag of \$9 to your lead magnet and although you might get a few less subscribers, the quality of

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the people that take you up on your offer, will be much higher.

To build a buyers list is always better than just a prospect list. Buyers have already proven that they are willing to invest their money in themselves to get better results.

Another reason why it is good to charge for your lead magnet is the fact that people who have paid for something will put in more effort. Such people will then see results and make progress.

This will motivate them to invest more money to get even greater success.

### 6. Pre-sell Your Main Offer in Your Lead Magnet

In your lead magnet you can hint about how your core offer can help your prospect. You can explain how solving one problem will lead to the next one and how your core offer can solve that new problem for them as well.

At the end you can show how the next logical step would be for your prospect to sign up for your coaching or consulting service. They have already seen the quality of your work and might be prepared to jump in for the main action.

If you do a good job with your lead magnet, they might be so excited to get access to your main offer, that the price does not even matter. They might just ask you, even before they

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complete with the lead magnet solution: “Where can I sign up?”

This is the power a quality lead magnet has, and you can do everything else wrong, and you will still have great success with your business.

Always end your lead magnet with a clear call to action of what you want your audience to do next. It might be to take a better look at your core offer or next of several more offers.

Ensure that your core offer is of even higher value, or your customer will be disappointed. Quality matters the most in any business and will make or break it.

### 7. Reduce the Cost of Advertising

As previously explained, you will get more clicks to a free or highly discounted offer at a lower price when you have a higher click through rate. When google see that people like what you offer, they will rank you higher and so will Facebook give you clicks at a lower price when they see people like your ads.

This can greatly benefit you and will improve the profitability of your business. The more profit you make, the faster your business can grow. Growth is necessary because if you don't grow, you will slowly die.



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To have a healthy business, growth is essential. You must be able to keep up with your ever-changing marketplace. Investing in new ideas and creating new products for your customers to keep them happy.

**Pro Tip:** Host your landing pages on your own website. When Google sees the high click rate of these pages, your whole website will start to rank higher, and you'll receive more organic traffic as well.

## Conclusion

By using a proper lead magnet, you will be able to make more sales in the end. It is not only that you need more traffic, but that you need better qualified leads to give you a higher conversion rate.

Now that you are starting to build a big list of eager prospects for your online business, you might be interested in knowing what else I can offer you.

We have a [free membership](#) where you can get more detailed tactics, a better structure, and more strategies to nurture and monetize your lists. You'll also discover how you can benefit from building separate lists in the future.

We have several higher paid levels where you get to build a great website, membership, and affiliate program within

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hours or how to create your own courses within days – not weeks or months.

Online marketing is our specialty, and our flagship membership is all about advanced marketing strategies that can double your revenue within months – not years.

## Two Ways to Gain Access

There are two ways in which you can gain access to these paid memberships.

1. You can [invest in your success](#) and gain direct access.
2. You can [‘work’ your way to the top](#).
3. You can ignore this invitation and stay where you are.

If you are the kind of person who will act fast to make progress, you’ll choose the first option.

If you have limited resources, then you can use the second option. As a free member of the M&M Membership, you can [become an affiliate](#) and I’ll show you how you can promote lucrative offers to earn monthly commission of up to 200%.

Just by referring three free members, you’ll gain lifetime access to our Bronze M&M Membership valued at \$19 per month. I would like you to make progress as soon as possible and it is only possible if you have your own website and membership. Access to our Bronze M&M Membership will show you how to achieve it within just a few hours.

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May I please ask you a favor? Do you perhaps know somebody that might benefit from this guide? If you do, then [please share the download link with them.](#)

I would like to thank you for your time to read this far and would urge you to apply what you have learned in this guide. If you want to get even more detailed information on why you need to use lead magnets, then you can follow the link below.

**Alec Hormozi** is a well-known wealthy businessman and he and his wife Leila, is worth more than \$200M. Recently he launched his second book called \$100M Leads and he also offers free training which is even better than what I paid other people hundreds of dollars.

[Watch this video of how Alex](#) explain the use and creation of a lead magnet.

If you found some value in this guide, then I would love your feedback. [You can contact me here.](#)

If you want to [read more about me](#) and where I come from then you are welcome.

Sorry about all the links but as an engineer I always want to give my clients the full picture 😊.

*Matt Maré*

Owner of [M&M Online Business Launch Program](#)