

Virtual Coach™

Tech Tools

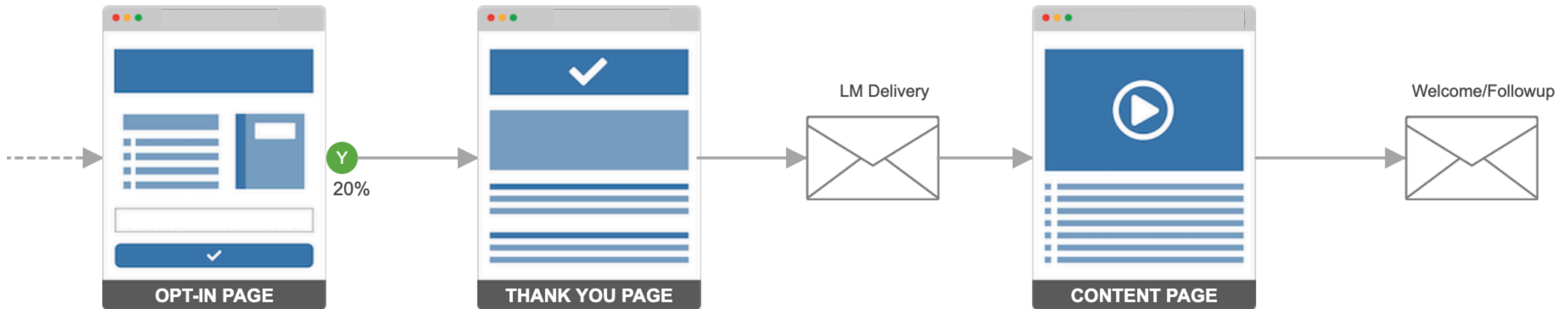


Lead Magnets and List Building

The List Building Funnel



The List Building Funnel



The Optin Page

- Destination landing page for call-to-action from ads and content
- Goal is to “Sell” the benefit of the lead magnet (a.k.a. free gift)
- Simple works best here
- Some of the highest-converting have only a headline and the opt in form
- The key is the perceived value of the lead magnet, not in the opt in page design

The Optin Page

- Primary elements
 - A compelling headline “How To Start A Profitable Business From Scratch”, and optional supporting social proof or benefit/promise statement (e.g. “The Framework I Used To Generate Over \$10 Million Dollars in Sales - With No Marketing Expense”)
 - An opt in form with some leading “instructional text” (e.g. Enter your email here to get the report”) and an “active” call to action button (e.g. “Download The Report”, “Get Instant Access”, etc)
 - A privacy statement (“We never share your email with anyone”)

The Optin Page

- Secondary elements
 - Benefit bullets
 - A background Image
 - A “Hero Shot” of the lead magnet
 - Social proof indicators

The Thank You Page

- The page after the opt-in is complete
- Single vs. Double optin
- In it's simplest form, this page thanks the new subscriber for opting-in and tells them to look for an email with instructions for accessing the lead magnet (Do not provide the lead magnet on this page)

The Thank You Page

- Other possible uses of this thank you page
 - If you're using a double opt-in process, instructions for completing their opt-in
 - A quick video of you saying thanks, reinforcing the value of the lead magnet, and setting some expectations
 - An invitation to the next step in your process — visit your blog, join your group, share the lead magnet, come to your webinar
 - Make an offer - identify buyers, mitigate ad costs
 - Segment these buyers into an upsell funnel or email follow up campaign

Lead Magnet Delivery Page

- Create an autoresponder message in your email service with instructions to access the lead magnet
- Don't attach downloads to the email - could negatively affect deliverability. Link out to a web destination
- Generally, you'll link to a simple web page with instructions to download the lead magnet, or access through a member area

Lead Magnet Delivery Page

- If it's a downloadable item, you'll want to have uploaded it to the web and link to it on the delivery page.
- Some landing page tools give you the option to upload to their servers (Leadpages, for example)
- Otherwise, you'll want to upload it to the internet - Amazon AWS, Wordpress Media folder, Google Drive, Dropbox, etc.

Lead Magnet Delivery Page

- The optimizations on the Thank You page also apply to this Lead Magnet Delivery Page
- Especially if you used a “How To Confirm Your Email” approach on your Thank You page

Autoresponder Followup Sequence

- Create an automatic email followup sequence that reinforces the use and value of the lead magnet; then educates and encourages taking the next step forward
- A rule of thumb is to send 5-7 daily emails
- I also like 3 content, 1 promo, 3 content, 1 promo, 1 final call
- Content emails a combination of teaching, demonstration, case study or social proof - all related to the achieves/avoids of your avatar (1 topic per email), with a soft Call to Action before the signature
- Promo email is a simple sales letter, or a story/article that then links out to a full sales letter or video. (I recommend the latter)
- Once the email sequence is over, transfer the contact to your main newsletter/broadcast list



Lead Magnets

Lead Magnets

- A “Lead Magnet” is an item that we offer to prospective subscribers in exchange for their email address

Key Characteristics of Effective Lead Magnets

- Attention getting
- Has real value (“share your best stuff”)
- Focused on ONE core avatar want/need
- Enhances trust and authority
- Advances the sale
- Provides “instant gratification”
- Appropriate to the buyer journey context
- Easily consumable
- Easy for you to produce

5 Top Types of Lead Magnet

- **Reports and guides**



The Niche Intelligence[™] Report

An Insider's Guide To
Million Dollar Online
Information Product Niches

By Eben Pagan

Free Report Reveals:

**The Top 29 Million
Dollar Online Niches
And Specific Tips How
To Start Your Own
Online Business**

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Get The Report Now

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Master Dating And Attraction Skills That Will Make You Rejection-Proof

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- Create Targeted & Customized Audiences!
- Boost Your Conversion Rate!
- Get it FREE today!

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Sign Me Up!

Your email privacy is assured.

The Smart Bloggers Guide To Building A Profitable Blog

Avoid the pain of failure and
discover how to create your
own successful blog.



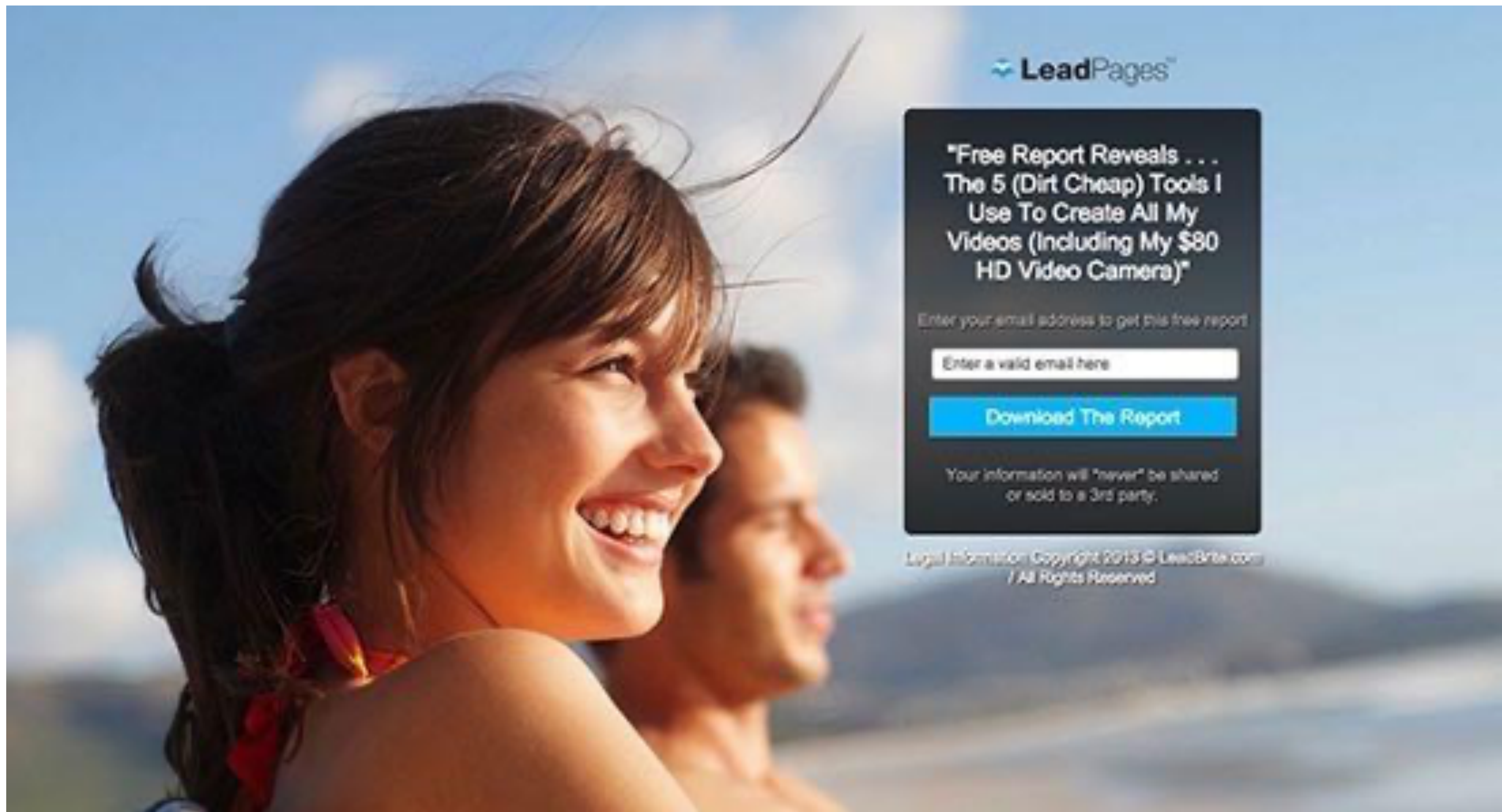
enter your email

SEND ME INFO!

5 Top Types of Lead Magnet

- Reports and guides
- **Toolkits and Resource Guides**



A landing page for LeadPages featuring a background image of a smiling woman and a man on a beach. The page includes the LeadPages logo, a headline for a free report, an email input field, a download button, and a privacy notice.

LeadPages™

**"Free Report Reveals . . .
The 5 (Dirt Cheap) Tools I
Use To Create All My
Videos (Including My \$80
HD Video Camera)"**

Enter your email address to get this free report

Enter a valid email here

Download The Report

Your information will "never" be shared
or sold to a 3rd party.

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My Free Marketing Toolkit

The spreadsheets and tools I used to grow Mint to 1 million+ users and AppSumo to 700,000+ subscribers.

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Gimme access >

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A step By Step Guide For Finding Your First Profitable Idea And Starting An Online Business

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Uncover the "Creativity Secrets" that the most successful entrepreneurs use to build one innovative product after the other

▶ **The Entrepreneurial Mindset Audio Session**

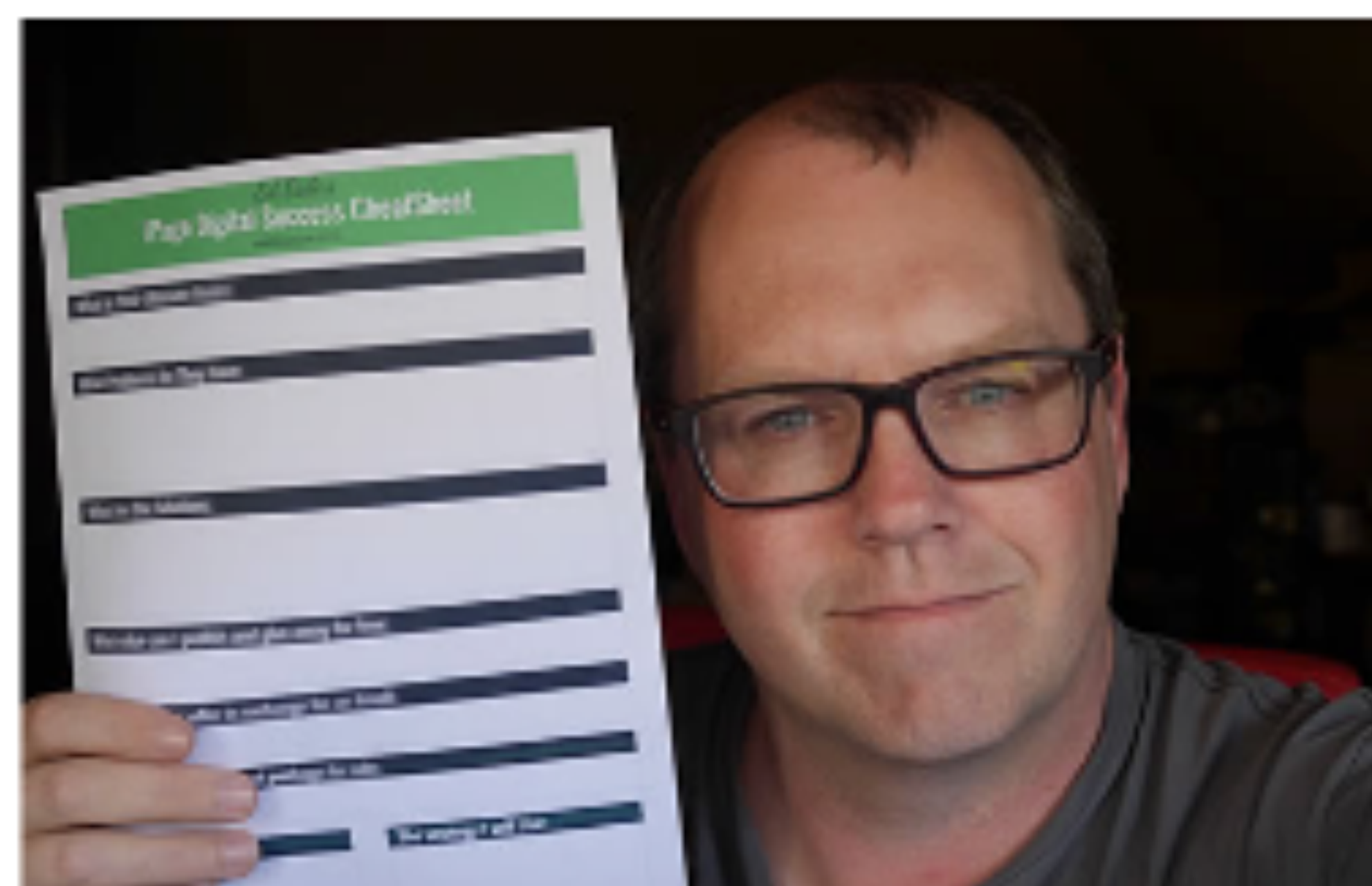
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5 Top Types of Lead Magnet

- Reports and guides
- Toolkits and Resource Guides
- **Cheat sheets, Checklists, and “Hacks”**



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Ed is the founder and creator of "The Challenge". For the past nine years, Ed has taught over 260,000 entrepreneurs around the world get started online and build successful digital businesses.

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Get access to 85% of my best business hacks:

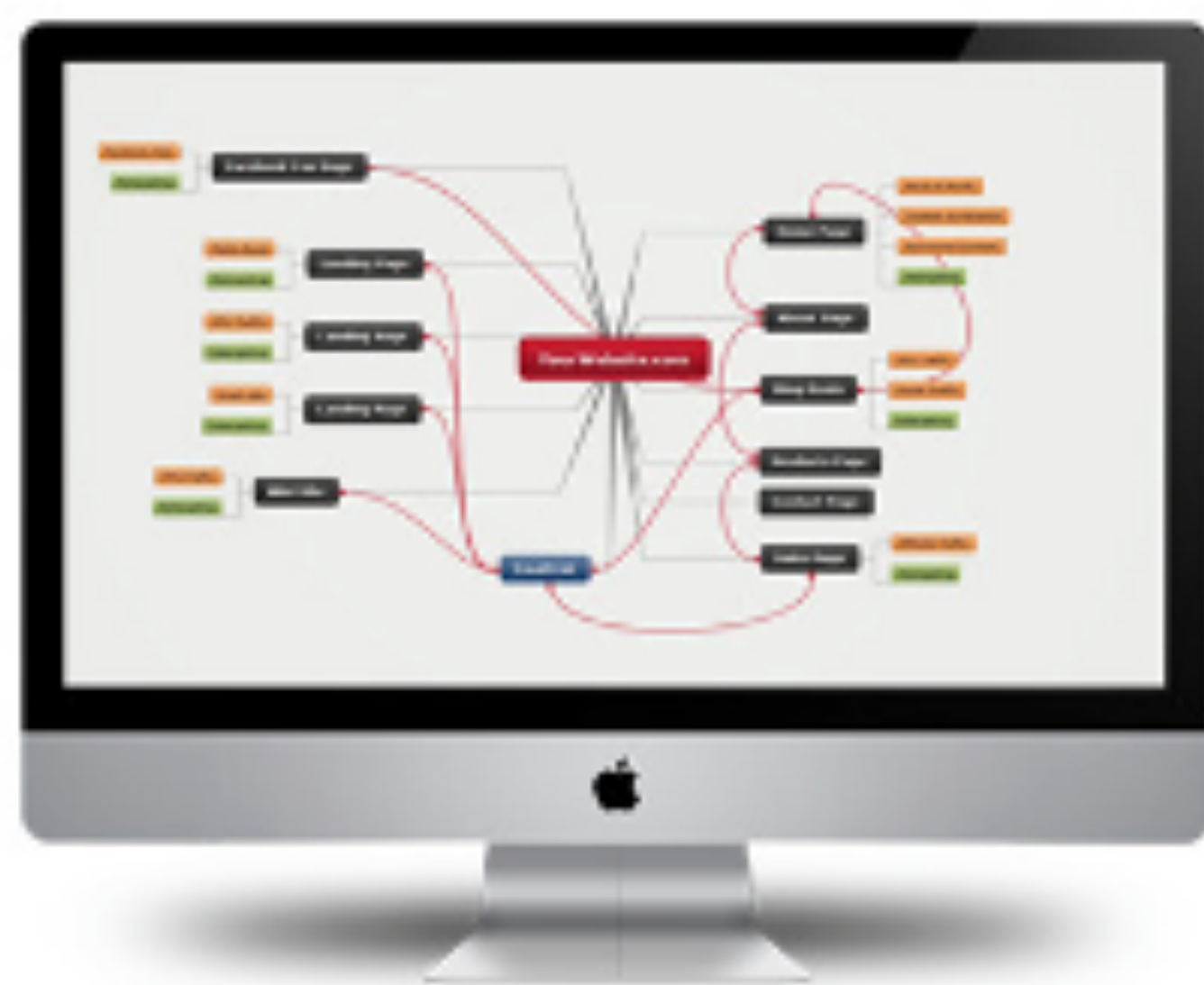
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You'll learn exactly how I started 2 multi-million dollar businesses, grew a 700,000+ email list, and where to find the best tacos in the world.

5 Top Types of Lead Magnet

- Reports and guides
- Toolkits and Resource Guides
- Cheat sheets, Checklists, and “Hacks”
- **Blueprints, templates and swipes**

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Use the "Content Aggregator" template to create viral blog posts - FAST (*without ever having to "write" a single line of text*)

-  **How to find popular content your audience will love** (*that stuff that people are already sharing*) in 5 minutes or less.
-  **5 Steps to turn other people's content into a viral post on your site** (*don't worry it's 100% "white hat"... In fact Google sends lots of love to these type of posts*)
-  **The 12 must-have elements of a true "viral" blog post** (*miss just one of these and you'll be sorry*)...
-  **Works in any industry or vertical and we can prove it!** (*we've used it in women's makeup, financial, preparedness, DIY and more... you'll see real life examples AND results*)
-  ...plus you'll see the FREE tool we use to crank these posts out FAST.





THE ULTIMATE FACEBOOK AD TEMPLATE LIBRARY



YES

I want your proven FB template!

NO

I don't need more leads or sales



5 Top Types of Lead Magnet

- Reports and guides
- Toolkits and Resource Guides
- Cheat sheets, Checklists, and “Hacks”
- Blueprints, templates and swipes
- **Quizzes, Tests, Assessments and Challenges**

“Take This Free 10 – Question Business Quiz To Find Out How Well Your Business Stacks Up When It Comes To Marketing, Hiring, Growth And Making Big Profits...”

Answer These 10 Questions and I'll Send You a Free 5-Page Analysis With Valuable Tips For Growing Your Business...

- 1) How often do you communicate with your prospects and customers?**
 - More often than once per week
 - More than once per month
 - Less than once per month
- 2) How would you describe your marketing "lead generation" systems and conversion process?**
 - I generate the leads personally, and convert them personally
 - The business has a few different lead sources, but much of the conversion is still done "manually" by real people
 - The business has over 5 different stable, predictable, profitable lead sources, and over 80% of the conversion to sales is automated
- 3) Once you have acquired a customer, how many of your own products and services do you offer them, and how long does the relationship realistically last?**
 - One product, no more relationship
 - 2-10 products or services, relationship could last at least 90 days
 - 10+ products or services, relationship could last as long as a year or more
- 4) Which marketing approach or philosophy creates the highest short and long-term profits?**
 - Direct Response Marketing
 - Branding
 - Word-Of-Mouth Or "Viral" Marketing
- 5) How fast has your business been growing on an annualized basis?**
 - 0-20% per year
 - 20%-50% per year
 - 50%-100% or more per year
- 6) How often do you track and report your key business metrics and numbers, such as incoming leads, conversions, sales, expenses and cashflow?**
 - Every 1-5 days
 - Every 5-30 days
 - Every 30 days or longer

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Answer just 8 questions and you will have your results in less than 30 seconds ...



Steven Siskind, M.D.
1991 Graduate of



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COLLEGE
OF
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What is your Passion Profile?



Join hundreds of thousands of others who have discovered their passion with the Passion Test, based on the New York Times Bestseller by Janet Bray Attwood and Chris Attwood.

Take the test now and discover your Top 5 passions. You will also get access to GeniusU, with learning missions to grow your passions and connect them with your natural talents.

Take the test now!

We will be emailing you your reports with your results. We respect your privacy and your information is safe with us.

Virtual Coach

FREE ONLINE TRAINING REVEALS: "A Simple 7 Step System To Design And Create Your Ultimate Life...One That's Filled With Happiness, Balance And Fulfillment!"

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Presented by **T. Harv Eker**

Webinar dates and times will be available on the next page

Here's a sneak peek of what you'll learn:

- ✓ Why 90% of people are **not living the life they want** and what you can do about it.
- ✓ **5 critical questions** you must answer if you want to live your ideal life (miss one and you're doomed)
- ✓ How to get **clear** on **exactly** what you want
- ✓ How one **simple and doable** action can change your life
- ✓ A 7-step system for creating **happiness, wealth, health, balance** and **fulfillment** in your life.

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August 21
 Friday August 21st
 12 Noon PST
 3 PM EST
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- ✓ "There is no charge for Awesomeness!" The 2013 Challenge is totally free!
- ✓ The 2013 Challenge is completely new and will start (and finish) in September - That's right, we are back to where it all began - One month, Who Dares Wins!
- ✓ This year we are holding totally free workshops to get you ready for Challenge 2013
- ✓ Our eighth year, join the other 195,000 who have stepped up to take the Challenge

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First Name:

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I'M IN!

5 Top Types of Lead Magnet Summary

- Reports and guides
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