



Natural health practitioners

success in practice

Business Support Series

Lead Magnets

What are they?

Lead magnets are a marketing term for “gifts” used to gain a prospective clients email address. The “gift” can come in many guises. The most common is a downloadable "special report, menu plan, recipe, or e-book" provided in PDF form once the prospective client has provided an email address. It could also be a video, webinar or podcast or access to another web page, such as a members’ only page, with additional information that the prospective client will perceive as valuable. See the links below for more ideas.

Note: A lead magnet is not simply a subscription to your email newsletter.

Your lead magnet must be relative to your ideal client

Visit *Empathy Mapping* to identify your ideal client.

Identify needs

Identify what your potential client may need, what problem they may have or what information they seek.

Frame your lead magnet

With your research build a framework
What information do you want to get across?
Add value – think of the benefits you offer to potential clients.
Consider what kind of layout do you want?
Does it need a front cover?
Would you like it to be printed by your clients?
Include a call to action
What do they need to do?

Write it

Include a bold headline

Consider whether you want to be serious, light hearted, scientific, friendly or chatty.

How long do you want it to be? Margaret Adams (links below) specialises in inbound marketing and recommends it should be between 1,000-2,000 words. If you have decided on a larger project then set a daily goal for writing.

Brand it

Make your lead magnet part of your brand. Your brand is your promise to your customers, what makes you stand out, why should they book an appointment with you and not your competitor. Ensure your logo, tag line; voice for the company is consistently used throughout your lead magnet. For more information see our information sheet on *Branding*.

Convert it and distribute it!

Monitor success

Reflect

Follow up - Act upon the above and make appropriate changes.

Remember – success is a journey. Those that adapt will succeed.

Further Information:

Do You Really Have a Lead Magnet?

<http://www.mainstreetroi.com/do-you-really-have-a-lead-magnet/>

15 Lead Magnets to Help You Capture and Convert:

<http://www.marketingprofs.com/articles/2011/6660/>

What Makes a Great Lead Magnet?

<http://www.margaretadams.co.uk/2013/07/02/online-lead-generation-what-makes-a-great-lead-magnet/>

Ian Brodie – Creating the Right Lead Magnet:

<http://www.ianbrodie.com/get-clients-online/creating-lead-magnet/>

E-books: Create a Lead Magnet They won't forget:

<http://bigideasblog.infusionsoft.com/ebook-lead-magnet/>

