



How To Use PLR To Boost Your Bottom Line

Module Four:
Create A Lead Magnet

What Is A Lead Magnet And Why Do You Need One?

- ▶ A lead magnet is something of value you give away in exchange for your prospect's email address.
- ▶ Think of it as your first product. The only difference is that payment isn't monetary - yet.
- ▶ How often have you come across a cool product, service, membership or the likes that you are considering purchasing. For one reason or another you don't buy right away. Then you promptly forget about it.
- ▶ But what if ... you get an email about it the next day. Or something in an email five months later reminds you and the time is right to buy.
- ▶ This is why you need a lead magnet. It's a tool to help you get in front of your ideal customers again and again and again.

The Money Is In The List. Really!

- ▶ You've heard that saying, right? Did you dismiss it?
- ▶ A list allows you to reach people again and again.
- ▶ Got a new product coming out? Make some instant sales with your list.
- ▶ Got extra bills this month? Create a deal or a couple or a bundle and drum up some extra cash.
- ▶ A list is great not only for your own products but also for affiliate offers.
- ▶ Our list is directly responsible for at least 85% of our income.

Create Optin Offers That Lead To Your Paid Product or Service

- ▶ This is the goal and it makes building a funnel and promoting your products and services so much easier.
- ▶ Always start with your paid product in mind.
- ▶ What step does your customer need to take before they are ready for your paid product?
- ▶ That should be the topic of your lead magnet. It will make it easy to transition to selling your product.

Let's Look At Some Examples

- ▶ Growing Tomatoes → Making compost or setting up garden beds.
- ▶ Building Your List → Choosing an autoresponder service.
- ▶ SEO Guide, Course or Service → How to find keywords to rank for.
- ▶ Cake Decorating Class → How to bake the perfect yellow cake.
- ▶ Baby Sleep Guide → Swaddling your baby to calm him or her down.
- ▶ SAT Prep course → Study guide or best study tips for highschool students.

Time To Use PLR

- ▶ PLR allows you to create that lead magnet in an afternoon or a weekend.
- ▶ Do you have PLR on any of the topics or ideas you came up with?
- ▶ Can you find PLR to use as a starting point? I bet you can.
- ▶ Use it and tweak it to fit your needs. Remember, PLR doesn't have to be perfect. It's a starting point.
- ▶ Article packs and short reports both work well for lead magnets.
- ▶ It's okay to mix and match PLR from different packs.

Short Reports Work Well

- ▶ Our favorite type of lead magnet is some sort of short report or small eBook.
- ▶ It's quick and easy to create.
- ▶ It's easy to deliver. All you need is to create a PDF.
- ▶ Create your report in MS Word or Google Docs. Then export or download as a pdf.
- ▶ You can also create stunning visual reports or ebooks in Canva if you're familiar with the app.
- ▶ Getting stuck on the technical details? YouTube is your friend!

Multimedia Options

- ▶ Of course a short report or eBook isn't your only option.
- ▶ Create checklists or printables that you can deliver as a pdf and have people download and print as needed.
- ▶ You can create a quick video presentation like the one you are watching and use it as a lead magnet. Use slides and a program like Loom to record yourself. Or create a video right in PowerPoint or Google Slides. Upload the video to YouTube, set the video to unlisted and embed in a download page.
- ▶ Record an audio lesson. For bonus points, add a transcript, guidebook, or the notes you used to create the audio file. Host the audio on your own site, on Amazon S3, or on one of the many podcasting services.

Mention Your Product Inside Your Lead Magnet

- ▶ Your first goal with a lead magnet is to get your reader's email address.
- ▶ Your next goal is to turn them into a paying customer. Paying customers are infinitely more valuable than subscribers. They'll buy from you again and again.
- ▶ The first place to ask them to buy is right within your lead magnet. Make an offer they can't refuse within your guide or short report. Or mention it in your video and audio file.

Let's Recap

- ▶ You start by coming up with a topic for your lead magnet.
- ▶ Using PLR content, you quickly create a short report, ebook, printable, video, or audio file.
- ▶ Come up with a no-brainer offer for your related product. Your goal isn't maximum profit, but turning your subscriber into a customer as quickly as possible.
- ▶ In the next lesson, I'll show you how to make this lead magnet part of your funnel and give you move places to promote the no-brainer offer.

Your Assignment

- ▶ Decide on a topic for your lead magnet.
- ▶ Find PLR to help you create it quickly.
- ▶ Create and launch you new lead magnet.
- ▶ Make sure you have an autoresponder service set up and ready to go for next week.
- ▶ We like Aweber & Convertkit