

# The Ultimate “Opt-In” Guide

How to Attract New Leads and Get Those Email Addresses

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Without a doubt, the greatest challenge for any small business is getting people to buy. But only slightly less important than an actual purchase is getting new leads to “opt-in” to your email marketing. After all, if you don’t have anyone to market to, you won’t have anyone to sell to.

So, what’s going to compel new leads to give you their email address? Well, people only part with their personal information for one of two reasons. Either:

- A) They think the emails you send them will be important and they want to be added to your list, or
- B) You offer them something of value (called a lead magnet) in exchange for their contact information

It’s as simple as that.

But what *isn’t* simple is determining the best lead magnet to use for your business. Or making your lead magnet irresistibly appealing to your target market...thereby leading them to “opt-in”.

Never fear. This guide covers both of these topics in depth. Plus, we’ll give you some template copy you can use to get those email addresses!

Let’s get started...

## Lead Magnet Possibilities

Too often, business owners fool themselves into believing they have nothing to offer. And that’s simply not true. Because there are an infinite number of things you could offer your prospects. It doesn’t matter what industry you’re in or what product or service you sell - there is *always* something your target market wants from you.

Now, before you determine what to put on your website or squeeze page, we suggest you have a look at our list to see when and how each of the lead magnets could be used to convert casual observers into prospects.

## Free Report

If you're working with a business coach or you're part of a networking group, then someone has undoubtedly recommended that you offer a free report. It's the go-to lead magnet for a lot of businesses. And here's why:

- 1) It shows off your expertise
- 2) Assuming it provides real value, it builds trust with your prospect
- 3) Most prospects won't do anything with the valuable information you shared; rather, they'll come to you to "do it for them"

Free reports are great because you can use your words to psychologically make personal connections and lead your prospects to the "next step."

How strong of a connection can you make? Well, how do you feel about me (the author of this report)? We haven't met, but I am no longer a stranger to you. You probably feel, on some level, you know me. And if you've read this far, then you likely trust me. And all I did was sit down at my computer one morning and write about a topic I know exceptionally well.

However, the novelty of free reports has worn off somewhat. With so many blog posts and articles available online, potential leads might find a truly "free" way to consume the information you're offering.

On the other hand, the only thing a free report will cost you is your time to create it. So it might be a great lead magnet to explore. Especially if you are in a consulting services role (i.e. business coach, accountant, lawyer, or trainer).

Can you see yourself offering something similar to these:

- 5 Simple Appearance Changes That Lead to More Opportunities, More Income, and More Respect...Guaranteed!
- How to Legally Save Over \$10,000 in Taxes This Year
- 15 Minutes a Day: How to Get the Body You Want in Your Spare Time, or
- The Ultimate Opt-in Guide

One more thing and then we'll move on to the next idea...if you are going to offer a free report, make it good. Make it so good that you become the go-to "expert" to anyone who reads your content. Be real.

Share what you know. And provide valuable content that your reader could actually use to improve their life in some way.

## Whitepaper

A whitepaper is an informative, authoritative guide. Usually written like a textbook, a whitepaper takes a complex issue and breaks it down into simple, understandable parts. The goal of the whitepaper is to help readers understand - not necessarily to build relationships with them. In fact, you're going to want to avoid making *any* sort of pitch in your document.

This type of lead magnet is great for industries that are highly technological or are scientifically-charged. They work well for industries where the prospect is really doing their homework to determine which solutions will work best for them.

Whitepapers are like dissertations. They're no-nonsense. They require the reader to stay focused if they want to consume the information. And they are packed with facts, maybe some graphics, and even references.

While they may not be the most exciting lead magnet to create (or read), they are a perfect option for demonstrating your expertise and giving analytical prospects the information they're craving.

You might consider a whitepaper if:

- You want to do a comparison between your custom-designed keyboard and the industry-standard keyboard
- You want your prospects to understand the reverse osmosis process and how it makes drinking water healthier to consume
- You need to visually show and describe the decomposition process so your prospects know what to be looking for when using a compost barrel

If it's technical, technological, or scientific in nature, consider a whitepaper. Because that's what your prospects want to see - your detailed explanation.

## eBook

The only real difference between a free report and an ebook is the length of the document you create. At least, technically, that's the only difference. But one of the reasons ebooks are so great as a lead

magnet is the perceived value. Anyone can write a 5 page free report on the best places to vacation. But the “true” expert will provide you with 30+ pages of destinations, little-known travel deals, and how to enjoy any vacation spot without looking like a tourist.

When should you consider an ebook as a lead magnet? When you have lots of:

- Valuable
- Interesting &
- Specific

information on a topic within your industry. If you have so much content to share with your prospects that a free report isn't going to cut it...by all means, create the ebook.

Back in 2008, I was commissioned to write an ebook for the company I worked for - [Infusionsoft \(now Keap\)](#). The ebook was titled, *The Edge of Success: 9 Building Blocks to Double Your Sales*. It included 91 pages of content. And that ebook was downloaded over 200,000 times in a single year. That meant 200,000 new leads for Infusionsoft to work with!

The mistake business owners make with ebooks is writing too much. While your industry might be the most interesting thing in the world to you, be sure your prospects are up for 30 or 40 pages of reading. If you can't keep their attention that long, then a free report is probably the better choice. You may even want to “test” your topic with a free report before writing an entire ebook.

But who wouldn't love to read even 100 pages on:

- How to Easily Create a Professional Website with Wordpress
- Picture Perfect: the Best Way to Make Any Photography Subject Look Good
- The Ultimate Do-It-Yourself “Spa” Treatment

eBooks are a huge investment in time and effort, but the payoff can be well worth it. So be sure to keep this one in mind.

## Chapters of a Book

Not too many years ago, business coaches and consultants all took up the warcry of “write a book!” It was the only evidential proof anyone needed that YOU were the absolute expert in your field. And that meant you were someone who should be listened to (and given an email address).

If you took up that challenge, then you have a ready-made lead magnet. Because you can offer pieces of your book - traditionally the first 3 chapters.

Note: If you don't have a book, well, certainly you *could* write one. But don't write a book because you need a lead magnet. There are a lot of easier ways to get someone's email address.

Assuming your book is on par with the services or products you offer, chapters of a book are a great way to pull in new prospects. There's a slight risk, because 3 chapters might be more a teaser than a valuable resource. But hey, if the person loved what you had to say within those pages, they can either:

- 1) Buy your book; or
- 2) Engage with you through emails, newsletters, etc.

It's a win-win for everyone. And a very fast way for you to get something up and working toward collecting those leads.

Chapters of a book might be especially beneficial to coaches, trainers, teachers, speakers, advisors, marketers, and anyone who is actively trying to become a recognized expert in their field.

## Quiz

If you sell luxury goods or services, a quiz could possibly be the right lead magnet for you. More than almost any other lead magnet, a quiz relies on excitement, fun, or wishfulness to attract your target audience. Which is similar to the buying state your prospects have to be in when they make a purchase.

Imagine this...you're a travel agency. And on your website is content that says:

Which Dream Destination is Right For You?  
Take Our Quiz and Discover Your Ultimate Vacation Spot

Someone answers a few questions. Questions like: do you prefer the beach or the mountains? Or: do you enjoy quiet places or more populated areas? They enter their email address. Hit the submit button. And you send them an email suggesting a location they should look into.

The super cool thing about a quiz is that it helps you tremendously with your marketing efforts. Because...you've just learned a whole lot of information about your prospect. And armed with that

information, you are now able to sell more effectively to them based on their preferences. Most marketers would LOVE to have that sort of insight.

I mentioned luxury goods and services, but quizzes will usually work with any industry. You might see:

- How Well Do You Know Your Superfoods?
- Are You Smart Enough for College?
- The Car Part Quiz - for People Who Think They Can Fix a Car Themselves
- Identify Your Friendship Type

You can see how each of these might be used in various industries. And used well. Because most of us feel compelled to know if we know. Plus, if the “results” are done right, you can ease your prospect to the next stage of your sales cycle before they even realize what happened.

## Checklist or Cheatsheet

Quick. That’s the name of the game when it comes to a checklist or cheatsheet. People want information they can peruse quickly but still get value from. It’s also a quick solution for you, as it takes very little time to create something your prospects might want.

Can you see yourself downloading a checklist about:

- What to Pack for Your Disneyland Adventure
- 10 Ways to Be Prepared for Any Emergency
- 6 Steps for Getting Rid of Pigeons (and other pests) Permanently
- The Do’s and Don’ts of Job Interviews
- 20 Hacks to Level Up In Your Favorite Video Games

If at any time, you can imagine your prospect saying, “What’s the fastest way to cook chicken?” or, “How do I put makeup on in 5 minutes and still look good?” then this might just be the solution for you.

If nothing else...it’s worth trying. Just be sure that when you create your document, it looks professional, well-designed, and attractive. If your prospect prints out the document and posts it



somewhere in their house or on desk, what do you want it to look like? Don't forget to brand it with your name, colors, and logo.

## Free Trial

And even as I type this next header, I can already hear business owners objecting to this lead magnet. After all, who wants to give their products or services away for free? Understandable. But for some industries it's a great idea. And it can really speed up the sales process.

Free trials demonstrate how proud you are of your offering, your faith in its ability to transform lives, and your professionalism.

Here are some guidelines for moving forward with a free trial:

- It doesn't "cost" you anything to give for free
- It's complex enough that the only way your prospect will understand the value is to use it
- There's a good chance your prospects won't have time to use it before the trial comes to an end...meaning they'll have to come back to you again

Here are some guidelines for passing on this lead magnet:

- It costs you in time, money, or resources
- There's a learning curve to your product or service
- If you're in an industry where free trial scams are prevalent

One thing to consider...a free trial needs to be free. There are a lot of companies out there that will give you a free trial as long as you 1) provide them with a credit card, and 2) cancel your trial before the deadline. Consumers are not stupid. Sure, there may be something so enticing you agree to these crazy conditions. But for most business owners, this "trick" won't work.

Another thing to consider...a permanently free version. If you are offering info-products or software or something that you can give away "pieces" of, you might want to skip the free trial and permanently offer a free version of your product or services.

At Ready To Go Copy, we realized that pre-written marketing material was too new of a concept to introduce by itself. We needed to give our prospects a chance to understand what it was and how it would benefit them. That's why we now offer a free membership level. Our free membership includes a

fraction of the content available in our basic membership. But it's enough to get new prospects considering a paid membership.

## Swipe File or Templates

Because we all need a little inspiration from time to time, swipe files and templates are a great lead magnet. They give us ideas. Show us what's working. And make life as marketers/business owners a whole lot easier. This is the type of lead magnet that says to your prospect:

*“Look, I get it. It's hard. And you're doing it on your own. Here are some resources you might want to consider.”*

Typically speaking, swipe files and templates are attributed to marketers, business coaches, and writers. Because...they really only benefit you if your target market is other business owners. A dentist won't benefit from giving another dentist his best postcard templates. But a dental coach could easily offer swipe files or templates for both dentists to use.

If this is something you plan to offer, well, it's got to be solid. You can't simply throw 10 templates or scripts together and call it good. When you are offering someone a swipe file or templates, keep these things in mind:

- 1) Clean it up. By nature, swipe files are kind of a mess. They're a collection, usually thrown together of examples to study. See if you can at least group similar writing styles or templates together so they are easy to browse through.
- 2) Avoid plagiarism. It's okay to study the works of other people. It's not okay to claim that work as your own or fail to give proper credit to the creator. Be sure to include the authors information, especially when you're handing that information over to someone else.
- 3) Add an explanation. Simply giving someone more “stuff” is hardly valuable to the person. So, while they may be grateful to you for sharing the documents you learn, study, and grow from, they may not fully understand the value of what you offered. And they may have a very difficult time implementing it. Unless, you provide them with a little direction on each of the pieces you've collected.

If you already have a swipe file going, than the difficult work has been done. All you have to do is offer what you've collected. But if you don't have any templates or swipe files to share, you might want to wait awhile longer and see if that's something your prospects and customers actually want from you.

## Webinar

Other than face-to-face selling, webinars are one of the best ways to connect with prospects. And they're especially valuable because you can reach a lot of people in a very short amount of time.

A well-done webinar will help you:

- Establish yourself as an expert
- Reveal more of yourself - leading to greater trust
- Educate your prospects a whole lot faster, &
- Preemptively answer questions or concerns your prospects might have

If you can get a prospect on a webinar, then you're in a great place for selling to that person either now or in the near future.

There's just a couple of problems with using a webinar as a lead magnet:

- 1) It's a big commitment. Someone comes to your website, they've never engaged with you before, and you're asking them to spend 30 minutes to 60 minutes with you. For a lead magnet like this, you can expect your conversion rate to be rather low. However, you know that the attendees you do snag are going to be warm to hot prospects.
- 2) It's a big commitment. But this time, I'm talking about the effort it takes to host a webinar. Unless you set up an automatic, pre-recorded webinar (called an Evergreen Webinar), you're going to spend a minimum of 2 hours every week hosting your event. While it may be well worth your time for awhile, as you grow, that webinar is going to get old fast.
- 3) You'll lose qualified traffic. Like you, your visitors are busy. They want information, and they want it now. They may not be interested in waiting 2-3 days for your scheduled webinar date. Again, this could be solved with a pre-recorded webinar.

I've painted a bleak picture of offering a webinar, but for the right business, they're great. So who's going to benefit from this lead magnet?

Anyone whose product or service is complicated and could use 30-60 minutes to demonstrate the value. It's also great for business owners who is great at selling because they have a very dynamic personality. It would also work well for a business that has a proven or perfected service or product and needs an entire platform to "prove" the value of their offering.

Industry doesn't matter. If you've got the material to share and a compelling enough reason for your target market to join you...try it out.

## Training or Educational Video

This lead magnet is strategically following the webinar, because this type of lead magnet works well for the same reasons webinars do. They give you a chance to share a lot of great information in a short time period. And, assuming you have the personality for it, people will buy as much because they "like" the presenter as they do the service or product.

The one difference with this is that you need to avoid "selling" on your video. That's what a webinar is for. This type of video is purely educational. You're building the value and then you follow up with your prospects and "sell" them later.

The key to getting this one right is to choose a topic that your target market really wants to know more about. Some great topics might include:

- How to dress for your body type (think of all the HGTV shows that do fashion makeovers and how successful they are)
- The secret to achieving the perfect golf swing...every single time
- Simple steps for getting your non-reader to love books and read like a champ
- How to drive traffic to your website without spending a dime

This lead magnet could be offered as a single video or as a series. One of the nice things about turning it into a series is that you have a "reason" to start emailing your prospects once they offer you their email address. And, you teach them to look forward to receiving emails from you.

If you can think of a topic in your industry that your prospects or customers regularly ask about then this might just be the best lead magnet for you.

Because it's time consuming, just make sure the information you provide is something that is wanted. Take a survey or ask some of those on your list what they think before diving into this.

## Coupon or Discount

This is a great strategy for anyone selling low priced (under \$100) products. Services and more expensive products usually have a longer sales cycle. And by the time your prospect makes the decision to buy your type of offering, chances are they will have moved on to another person's website. You need to collect that lead now so you can follow up with them until they're ready to buy.

But, if you do offer low priced products, this is a great way to grab those fence sitters. By offering a discount to first-time buyers, you:

- Encourage the immediate sale
- Get the person's email address (which is a plus, even if they don't buy)
- Create happy customers who feel they got a great deal

Note: should you choose this as an opt-in, you need some way to safeguard the discount or coupon. You don't want a promo code getting out (and they definitely get out). And you want to make sure that your new prospect doesn't hang on to their coupon forever. Consider sending your new prospects an email with the coupon or discount code, making it unique to them, and putting an expiration date on it. (There are systems capable of doing that - like [Keap](#))

To be the most effective, offering discounts should be a rare occurrence. If you offer a discount or coupon as a lead magnet, you probably won't want to offer another incentive like that any time soon. Otherwise, you train your prospects to wait for your next discount before they'll make a purchase.

The really wonderful thing about this lead magnet, is that, again, it doesn't cost you anything. Your profits won't be as great, but with a discount or coupon, you still make money. You lose nothing. And putting together a lead magnet like this one should be fast. If you've got the right system, you could have this working for you in less than an hour.

## Newsletter

Need something fast and easy? It doesn't get any faster or easier than this. A "newsletter" sign up is your prospects way of telling you they'd like to hear from you. You can plan your newsletter for once a week, once every two weeks, even once a month. But what's cool, is that all you have to do is put a form up on your website, call it a newsletter sign up and you're done. You don't actually have to deliver anything right at this moment.

This is a great idea for industries that have a LOT of information to share. And it helps if it's information that is constantly evolving. Financial advisors or stock market trainers are going to benefit from a newsletter. Chefs, people who blog as their business, anyone in fashion, education, real estate, hobby-based, politics...these are all industries in which someone will likely sign up for a newsletter.

Now, like free reports, newsletters have lost a little bit of their umph. They are perhaps the original lead magnet. And a couple of years ago, everyone had them. But now, consumers view them almost like a straight SPAM sign up.

To make a newsletter more appealing to your visitors, you could try a few of the following strategies:

- Show past newsletters so your prospects get an idea of the content they would be receiving
- Let your prospects know what kind of “exclusive” information you provide only to those subscribed to your newsletter
- Make your prospects feel like they'd be joining a club or special group - blogger, Jeff Goins tells his prospects that he “treats his subscribers as his ‘inner circle’”
- Offer diversity in your newsletter (video links, lists, checklists, etc.) and let your potential subscribers know what they should expect

If you like the idea of a newsletter, but you're not sure it will bring in the leads you hope to receive, then consider offering it as a secondary lead magnet. (Who's to say you can't have more than one?) Put the form at the top or bottom of your website and invite people to sign up for more valuable information from you. If your website has great content, you will likely get a few subscribers.

## Exclusive Membership

Specifically, I'm thinking about Facebook or other social media groups you could enjoy prospects to join. However, an exclusive membership could include anything:

- Social media groups (as mentioned)
- First “dibs” at tickets, events, and opportunities you may offer
- Invites to webinars, online events, or trainings
- Newsletters, community blogs, directories of participants, and other forms of communication with the whole group

We all want to feel like we're part of something exclusive. And that includes your prospects. So invite them to be part of something they know not everyone on your list has access to. It doesn't matter how you set up the membership as long as it is something they can participate in.

It doesn't hurt to make that "exclusive membership" contingent upon the actions of your prospect. Give them criteria (post a comment at least once a week or attend one of your live events every month) they have to fulfill on to remain in good standing. The best way to keep your prospects engaged with you is to get them to take action with your group.

This type of lead magnet would work well for free networking groups, or really any business that relies on group-like prospects (mommy groups, lunch groups, dating clubs, school groups, etc.) But it's definitely not limited to those industries. If you have something "exclusive" to offer, you might want to consider this as your lead magnet.

## Giveaway

Who doesn't love winning something? And how many people are willing to trade their name and email for a chance to win a new car, a new computer, a dream vacation, or free gas for a year. (I'm sure you've seen a few of those.)

Shall I confess one of my deep, dark secrets? I fill out Publisher's Clearing House online every single day. Stupid, right? But hey, someone has got to win. Why not me?

And therein is the power of the giveaway. True, it's going to cost you something. At least...the good ones do. I have seen giveaways for "2 free weeks of gym membership" and other self-promoting content. But, for the most part, to make this work, you need to offer something you know people will want. And not just any people - your target market.

For example:

**A bike shop should give away a bike (now, depending on who they'd most like to target, they could offer a beach cruiser, a mountain bike, or a BMX bike).**

**A software company will likely offer free software.**

**A pet store could offer to wave the fees of an adoption.**

But if you're not in an industry where something just makes sense, choose a very desirable item (like a laptop), and go for straight numbers instead.

Just be aware, if this is the lead magnet you choose to offer, you will likely get a huge response. But not many of the email address you'll collect will belong to your target market. Which is why this lead magnet is best for businesses that have the ability to sell to a large portion of the population (ie pet stores, jewelry stores, activity centers).

And don't forget to follow up with everyone once you get those email address.

## Free Consultation

A favorite strategy of business coaches and the professional services industries, this one may sound appealing to your prospects, but it comes with a few downsides:

- It takes a LOT of time - time that may not convert to later sales
- It takes even more time to remind people of their appointment and then follow up with them afterward
- There's a lot of wasted time when the prospect fails to make the appointment
- You may not have enough time to prove your worth to your new prospect
- If someone in your industry is offering it, there's a good chance they all are

Now, setting aside the negative for a moment, sometimes all it takes is one or two minutes. One or two minutes of genius conversation on the phone and your new prospect is willing to spend thousands of dollars just for the chance to work with you.

It is easier to move any prospect through the sales cycle when you have created a personal relationship with them. And you can't have a personal relationship unless you take the time to get to know them.

If you choose to go with a free consultation, here are some suggestions:

- 1) Automate as much of the process as possible. Let prospects sign up directly on your calendar. Send automated emails reminding them of their appointment. Have another set of automated emails ready to fire off if they miss the appointment.
- 2) Be specific about what you are offering. There's a good chance you'll lose your chance at closing a sale before it even happens unless your communication is clear. Let your prospect



know exactly how much time they have, what you will be discussing, and what they can expect from the call. Setting the right boundaries keeps everyone safe and happy.

- 3) Don't be afraid to share what you know. Your job with this consultation is to impress the prospect, as you provide them with valuable advice. Don't hold back in your consultation thinking they'll come back and want more from you. If you give more, they'll ask you for more later.

In highly saturated industries (business coaching, life coaching, marketing), you almost can't get away without offering something like this. If that's the case, then make it better than everyone else's. And enjoy the opportunity to really get to know people and the challenges they are facing.

## Free Quote

Again, this is one that you may not be able to escape. If you are in a personal services industry (pest control, landscaping, plumbing, etc.), it is highly expected that you will offer a free quote on any job you intend to do. It goes with the territory. Don't deviate. Don't be the one company that refuses to offer a quote.

Now, that being said, you still have the option of offering another lead magnet for those not ready to engage with you yet. In fact, getting a quote is at the end of the sales process. But you still have to offer it for any visitors that might be ready for a quote right now. Keep an open mind about multiple options so you can grab those leads not yet ready to commit.

Forced into it or not, a free quote is a wonderful idea simply because you can ask for more information than you can any other lead magnet. Someone filling out your form is not going to balk at name, email address, address, and phone number if they're giving it to you so they can get the information they're looking for. And with all that contact information, the marketing sky is the limit.

This is not an exhaustive list. Anything your target market is interested in can be used as a lead magnet. Be creative and look for ways to offer something no one else can or will. And your prospects will thank you for it.

Now, let's talk about the where, how, and other details of your lead magnet.

## Where to Put Your Webform or “Opt-in” Form

Once you’ve settled on a lead magnet, it’s time to put up your web form so you can capture those email addresses. But where do you put it? Like your lead magnet, the options are endless.

Here are some marketing concepts you may not have known that will help you determine your best location.

- 1) You want to reach your website visitors where they are most likely to be. And the traditionally accepted opinion is that you have about 10 seconds to grab someone’s attention with your website before they click on something else.

Which means, the majority of your website visitors will see the first screen of your site and not much else. Because of this, marketers have long advised business owners to put their webform “above the fold”. In other words, including your lead magnet in the first visible space of your website - the space that is seen without scrolling.

However, if you need the space “above the fold” to successfully capture your visitors attention (with great copy, a video, or other visuals) then you shouldn’t be afraid to move your lead magnet further down the page. Determine what is most likely to keep your visitors on your site - great content (that helps visitors get to your lead magnet) or an irresistible “free” offering.

- 2) For secondary lead magnets (like a newsletter sign-up or contact us form) there are some specific places your visitors are going to look. The top right hand side of your website is one place. The other is in the footer or at the bottom of your website. It also makes sense to include your form on all pages of your website - not just the homepage.
- 3) The newest trend (which, perhaps doesn’t feel as new anymore) is to include a popup opt-in form. Surely you’ve seen these. They are the popups that appear when you navigate to certain sites or they popup as you scroll down the page. Popup opt-in forms have become popular for one very good reason: they’re working. The statistics show that a popup gets more opt-ins for the business than a preset form on a page.

Without knowing your industry or what you’re offering, it’s difficult to recommend this option to you. But if you are interested in using a popup, doing a simple google search on popups will provide plenty of resources.

Ultimately, you've got to determine the best location for your lead magnet. Using the information above, make a guess and then put your webform up. If, after a few weeks, you find you aren't getting the new leads you had hoped for, changing the location might be something worth testing.

## How to Make Your Lead Magnet Irresistible

I've mentioned the word "irresistible" a few times as I've described your lead magnet. And that's because you've got to make sure none of your visitors bounce from your website before filling out your form. Otherwise, you're missing out on your chance to grow your list with potential customers.

But how do you do it? What are the secrets for compelling random visitors into giving you their email address? We'll get there in just a minute. First, I want to point out the obvious - your new leads don't have access to your lead magnet until they opt-in. So they have no idea how wonderful it is. You've got to "show" them how great it is. Convince them that the information they are *about* to get from you is well worth it.

And you're going to do that in a couple of ways.

### Appeal to Your Target Audience

Yes, it would be amazing if every single person who stumbled onto your website ended up giving you their contact information. But that's not realistic. So instead, you need to focus all your energies on attracting those visitors who have the most potential of buying from you in the future.

Identify that person, and the rest of this section becomes a whole lot easier. Because you start to think in terms specific to your target audience. For example, rather than trying to reach every small business owner with a free report titled "The Small Business Owners Guide to Marketing", you'll find you have more success with "The Small Business Owners Guide to Writing Blog Posts That Convert in Just 10 Minutes a Day."

Will this second title appeal to every single small business owner out there? No. There's a lot of business owners who are not blogging. And there are a lot that either have blogging figured out, or they pay someone else to do it for them. But for that segment who are interested in some blogging secrets, the second title actually has a chance of getting them to opt-in. The first one...not so much.

Specificity is the key to getting people to act. And it doesn't matter what industry you are in. You need to find the **one thing** that your audience wants the most. For example:

When I started Ready To Go Copy, I needed to find a lawyer. Someone who specialized in business law because I was creating purchase agreements and membership contracts that needed to be rock solid. I found Matt Palfreyman. The description of his services met my needs and I hired him.

Part way through my second meeting with Matt, I mentioned our business finances. Matt then took the opportunity to upsell me on business finance coaching - a second branch of the services he offered.

Had Matt offered those services prior to creating a relationship with me, he likely would have lost my business. Because I didn't "need" financial coaching. I needed contracts written. That was all I was looking for...all I wanted.

Your target market is very much like me. They have a need - a need they are hoping you can fill. So even if you can offer them a huge range of services or products (or, in this case, a bucketload of content) you've got to get focused on that one needs. Because that's what they'll be drawn to and how you'll get those email addresses.

Note: If you have 2 or more distinct target audiences, consider putting together unique landing pages for your different audiences with lead magnets to match.

The more specific you are with your content or lead magnet offering, the more likely you are to get new leads.

## Title Your Lead Magnet Correctly

In the section above, I gave you one example of how you could change a weak title into a compelling one simply by making it more specific:

The Small Business Owners Guide to Marketing -> The Small Business Owners Guide to Writing Blog Posts that Convert in Just 10 Minutes a Day

Let's dig a little more into the title of your offering. Even if you're offering chapters of a book, or a quiz, you still have a "title" of sorts. And the title is the most important piece. Just like writing a great headline, you should come up with 10, 20, even 30 titles before you settle on something. And, if you get the chance, ask some of your contacts what they would be the most attracted to.

Here are a few titles I pulled from random places around the internet:

- 101+ Tips to Grow Your Web Traffic (an ebook from blogger Jeff Bullas)
- 30 Day Street MBA: Perry Marshall’s Definitive Email Series for Scrapping Marketers and Entrepreneurs
- How to Reach Chiropractic Affluence Without Making Costly Mistakes (title to offer the first 2 chapters of the book “EMyth Chiropractor”)
- Get a Quick Quote to Discover Unpublished First and Business Class Airfares
- Receive a FREE, Two-Hour Matchmaking Session
- Discover Your Travel Personality (quiz for a travel site)

Do any of those grab your attention? If you're in the market for these businesses, would you be willing to give your email address in exchange for the offering?

So what makes one title great and another one only so-so? We mentioned specificity. But in addition to that, you need some sizzle. Something that triggers the right response with your visitor. And that is most quickly achieved by using compelling words (known as “power” words). Words like:

- Discover
- Secrets
- How to
- Exclusive
- FREE
- Definitive
- Powerful

You know these words. You’ve seen them used in advertising for years. And maybe you’ve felt a little silly using them yourself. Well, don’t! They work. Used the right way, they make any offering sound significantly more exciting. (Oh, there’s another one...exciting!)

Take a look at how many times I use power words in my title:

## The **Ultimate** Opt-In Guide How to **Attract New** Leads and **Get** Those Email Addresses

In a title that is 14 words long, 6 of my words are power words. And I don't feel silly at all using them. For the right audience...this is an awesome report. (By the way, awesome is another one.)

Want a great list of power words to use in your marketing? [Go check out this article.](#) 

Now, hang on to those power words as we move into the next section.

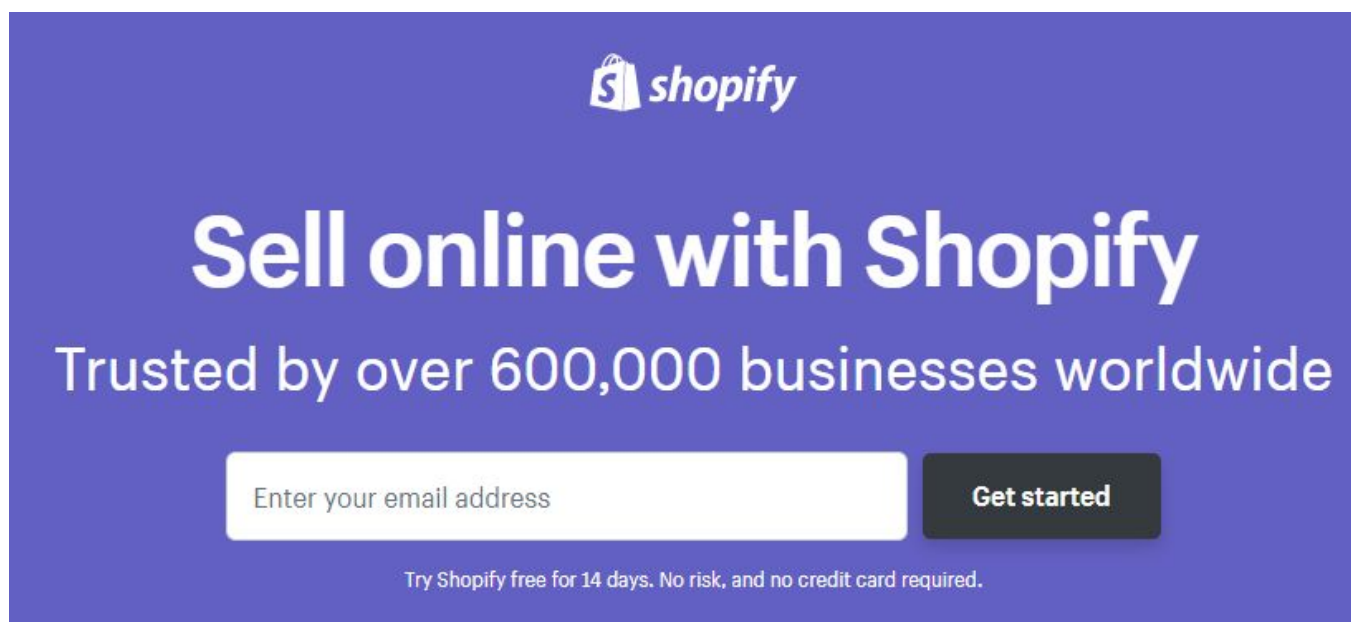
### Enticing New Leads With Your Description

As mentioned, your visitors don't yet know what's in your lead magnet. That's why you need to use the space surrounding your lead magnet to write a description they can't resist.

Since the space surrounding a lead magnet is going to differ for each person, let's focus on how to write the individual pieces for each space.

Single Sentence - Since you can't possibly describe your lead magnet with one sentence, focus instead on what makes it special. Is it only available for a limited time? Has it been downloaded 20,000 times? Does it contain over 100 pages of incredible business building secrets? Find what sets it apart from similar offerings and write your sentence about it.

Here are some we liked:



The image shows a promotional banner for Shopify. At the top center is the Shopify logo, which consists of a white shopping bag icon with a white 'S' inside, followed by the word 'shopify' in a lowercase, sans-serif font. Below the logo, the text 'Sell online with Shopify' is written in a large, bold, white sans-serif font. Underneath that, the text 'Trusted by over 600,000 businesses worldwide' is written in a smaller, white sans-serif font. At the bottom of the banner, there is a white rectangular input field with the placeholder text 'Enter your email address' and a dark blue rectangular button with the text 'Get started' in white. Below the input field and button, the text 'Try Shopify free for 14 days. No risk, and no credit card required.' is written in a small, white sans-serif font.

<https://www.shopify.com/free-trial>

Get my latest articles delivered to your email box and

**GET THE FREE**

**8 Key Steps <sup>★7</sup> to Blogging Mastery ebook!**



Enter Your Name \*

<http://www.jeffbullas.com>

# WordPress powers 29% of the internet.

## Join the global community.

WordPress.com is the easiest place to get started.

Get a custom domain, tons of features, and 24/7 expert support from \$4/ mo.

[Get Started](#)

[See Plans](#)

Self-hosted WordPress options: [Hosts](#) | [Jetpack Plugin](#)

Wordpress.com

**FREE Personalized Gift** ✕

**SymbolizeIt**  
perfectly personalized.

Get your FREE custom print or personalized gift for your wedding.

Enter your First Name

Enter your Last Name

Enter your Email

Enter your Wedding Date (MM/DD/YYYY)

Enter your Phone Number

Enter your Wedding Zip Code

**Get Free Gift**

<https://www.perfectweddingguide.com/wedding-planning-events/bridal-shows/>

Using a handful of words, these lead magnets generate enough curiosity to get visitors to opt-in. And they don't require a lot of space on your website.

Also, take note of the words being used. You probably already recognized these as power words: FREE, gift, personalized, trusted, mastery, latest.

**Short Description** - If you have a little more space in which to write, you'll want to focus your content on benefits. Describe what your lead magnet entails, certainly, but then take that next step and help your prospect understand why it should matter to them.

For example, you should be more interested in "finding little known deductibles that save clients hundreds, even thousands of dollars" than simply offering a great tax service. Your lead magnet should



help your new leads “easily shed unwanted fat and get the body they deserve” rather than inviting them to download comprehensive, full-body workouts.

As you write your description, keep those power words in mind. They can help a so-so description sound much more enticing.

Here are some longer descriptions we like:

**NEW**

# 80 DAY OBSESSION™

**THE ABS AND BOOTY YOU'VE ALWAYS WANTED**

Now, you can get a tight, defined body in real time with Autumn Calabrese and 80 Day Obsession. For a total-body transformation like this, you need to be obsessed. Do you have what it takes? Available exclusively on Beachbody On Demand.

**STREAM NOW**

<https://www.beachbody.com/>

**DIGITALMARKETER lab**

## Join DigitalMarketer Lab Today!

Get started for just \$1 today and get access to EVERYTHING you need to keep up-to-date on the latest marketing strategies and tactics to rapidly grow your business. What are you waiting for?

**Start My Trial**

<https://www.digitalmarketer.com/lp/digitalmarketer-lab-special-offer>

## ClickFunnels

Get Started Now With Our  
FREE 14 Day Trial



Due Today

# \$0

then \$97 /month

→ **Start FREE Trial Now!**

Free ClickFunnels 14 Day Trial

**ClickFunnels** - Quickly Build  
Smart Sales Funnels That Convert!

- ✓ **It's the only website builder that doesn't just build pages, but actually builds smart sales funnels!**
- ✓ **With the click of a button, you can instantly create dozens of different type of sales funnels, including optin funnels, sales**

<https://goto.clickfunnels.com/pricing-page>

## And perhaps my favorite one...

It's not as well designed as other websites, but notice how this company used 3 steps with slightly different offers to suck you in? And each description makes the quizzes relevant to the individual.

### Let's Get Started

step  
1

**Take the Travel Personality Quiz:** Validated with over 30 years of research, Dr.Plog's quiz is *fast* and *fun*! You'll be surprised with what you'll learn about your inner traveler! It takes less than 5 minutes to complete, and at the end, you'll find out your "Travel Personality," which describes you and how you like to vacation! Pretty fun, right?

[Begin Step 1 »](#)

step  
2

**Find Destinations that Match Your Personality and Pocket Book:** Based on the evaluations of thousands of travelers like you, we rate the appeal of over *600 destinations*. In addition to ranking Top Destinations according to personality, we also rate and rank destinations on Value For The Money, a totally new feature of Best Trip Choices!

[Begin Step 2 »](#)

step  
3

**Join the Best Trip Travelers:** Connect with other travelers with the same Travel Personality as you, post pictures and videos of your trips, engage in destination discussions, and much more! The community is a great place to learn about destinations, make friends, and share your experiences.

[Begin Step 3 »](#)

To get started, take the scientifically validated [Plog Travel Personality Quiz](#) to learn about yourself and what kinds of destinations you will probably like the most.

[Learn More](#)

<http://besttripchoices.com/>

Plus, if you have a few technical skills, and you're willing to put just a little more effort into your lead magnet description, you could try creating a video like this one:

## **TIRED OF NOT GETTING RESULTS? YOU'VE JUST FOUND THE ANSWER!**



Get your free Discovery Session and learn how PPC Fitness helps you drop fat and build lean muscle fast without fad diets or spending hours in the gym.

**I'M READY TO GET RESULTS**

**SEE WHO WE'VE HELPED**

[www.ppcfitness.com](http://www.ppcfitness.com)

### **Include an Image if Applicable**

Remember, your visitors are only going to opt-in if they feel you are offering something of real value. You need to also remember that most people are visible creatures. They want to see what they are getting.



If your lead magnet is a free report, ebook, chapters of a book, etc. create an image to look at. It makes your offering more tangible. It helps your visitors say, “Hey, here is something that I may want to have.” If they can physically see it, they can picture themselves possessing it.

## Templates for Describing Your Lead Magnet

Okay, so you’ve read the report, you know what you need to do or what you should do, but maybe you’re still struggling with how to do it. Here are some templates and ideas you can use to describe your lead magnet and get those visitors to opt-in.

**Discover the secrets industry experts don’t want you to know about {TOPIC OF YOUR LEAD MAGNET} in this {TYPE OF OFFERING}.**

---

**In this FREE Report, you’ll discover:**

- **How to easily {WHAT YOU HELP THEM DO}**
  - **The secret {STRATEGY, TIP, TRICK, ETC.} to help you {WHAT THEY CAN ACCOMPLISH}**
  - **The best way to {SOMETHING THEY NEED TO DO}**
  - **And much more!**
- 

**Sign up today for {TYPE OF LEAD MAGNET} and you’ll {WHAT THEY’LL BE ABLE TO ACCOMPLISH}!**

---

**Join over {X NUMBER} of {TYPE OF PERSON} in {WHAT THEY’LL ACCOMPLISH}!**

---

**Forget {PAIN THEY ARE EXPERIENCING}! With our free {TYPE OF OFFERING}, you’ll have the {POWER/KNOWLEDGE} to {WHAT THEY’LL BE ABLE TO ACCOMPLISH}.**

---

**If you’ve ever {PAIN THEY HAVE SUFFERED}, then it’s time to sign up for our {TYPE OF OFFERING}. As you {READ/WATCH/REVIEW, ETC.} you’ll learn the secrets to {WHAT THEY’LL LEARN} so you can finally {HOW THEIR LIFE WILL BE BETTER}.**

This is only a sample of the content you could write - a way to get you started. But ultimately, you are the best person in the world to determine what content is going to get your visitors to sit up and take notice.

If it helps, try one of these for awhile and then experiment with the content to determine if something a little different is more appealing. It's always worth testing.

## Some Final Thoughts

One thing I've failed to mention throughout this report is the importance of a great website. Your website really needs to draw in your visitors, or they'll never even see your lead magnet. If have a website with awesome content and enough appeal to your target audience, it will be a lot easier for them to want to opt-in to your offering.

Also, don't forget how important it is to collect leads from any and every source. Don't rely on your lead magnet to magically pull in all the new leads you want. You've got to do your part to advertise, attract new visitors, and use your connections to increase the number of visitors to your site and contacts in your database.

Okay, you've got all the tools you need to make it happen. Go get those leads!