

## How to Create a Lead Magnet to Attract Subscribers

This process consists of two parts:

A. Attracting the potential audience to your landing page.

We will outline an effective strategy to attract the audience

B. Creating the lead magnet that they will receive once they sign up for your list.

The lead magnet is a **checklist** aimed at providing valuable information to your audience.

A. Attracting Potential Clients Strategy:

This strategy helps you to check what elements your competition are using for their landing page and sign up button. Viewing the methods used by a large competitor can help a small business optimize their approach by using a similar model.

What benefits do they promise to people for their offer?

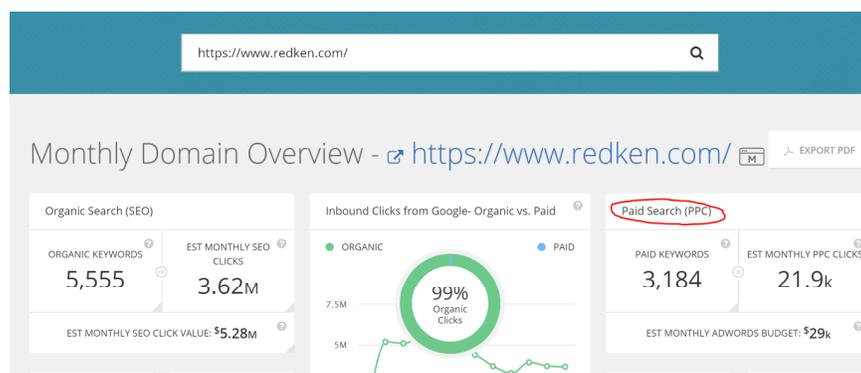
What language do they use?

1. Google big brand competitors for tips or information on your topic.

I decided to focus on haircare and found <https://www.redken.com/>

Look for a page that includes a subscribe button or invitation to receive emails.

2. Then go to Spyfu.com and enter the domain name of the site you just found



It needs to have Paid Search Results in order for this strategy to work. (See the content marked with the red outline).

Spyfu will only give you one free result unless you sign up.

### 3. Scroll down quite a bit to Adwords history

Adwords History

Keyword	Clicks/Mo	Cost/Click	Coverage	«Prev Mo	Next Mo»
				Apr May June July Aug Sept Oct Nov Dec Jan	2019
hair care	15.3k	\$1.86	75%	AD AD AD AD AD AD	AD AD AD
<div style="border: 1px solid #ccc; padding: 5px;"> <input checked="" type="checkbox"/> HighlightAd Copy <span style="float: right;">Screenshot</span>  <b>Professional Hair Care   Redken Official Site</b>  <a href="http://redken.com/">http://redken.com/</a>            Redken Hair Care Products Are Designed To Treat And Transform Your Hair. Damaged Hair Care. Volume &amp; Thickness. Smart Hair Care. Sulfate Free.            Salon Locator - Dry Shampoo Powder 02 - Extreme Hair Strength  <small>Ad Position: 1 Date: April 2019</small> </div>					
best shampoos	3.21k	\$0.45	91.7%	AD	AD AD
haircolor	15.1k	\$2.71	50%	AD AD	AD AD AD

I see that they have 15,300 clicks on the key word “haircare” and that costs \$1.86 per click. Redken is spending  $15,300 \times \$1.86 = \$28458.00$  per month on this word. You can be sure that it is working. Scrolling down, I can see other words there. I recommend choosing a word that best suits **your** industry.

If you click one of the ads highlighted in color on the right, it will show you a copy of the ad that ran that month.

If you click on the little icon with the rectangle and arrow next to the url of the page, it will take you to the page where the keyword was used.

hair care 15.3k \$1.86 75% AD AD AD AD AD AD AD AD AD AD

HighlightAd Copy Screenshot  
**Professional Hair Care | Redken Official Site**  
<http://redken.com/>  
 Redken Hair Care Products Are Designed To Treat And Transform Your Hair. Damaged Hair Care. Volume & Thickness. Smart Hair Care. Sulfate Free.  
 Salon Locator - Dry Shampoo Powder 02 - Extreme Hair Strength  
Ad Position: 1 Date: April 2019

best shampoos 3.21k \$0.45 91.7% AD AD AD AD AD AD AD AD AD AD

4. What we are looking for are the key words and arguments that are used in the copy to get visitors to subscribe to our list. What strategy is Redken using in order to get people to click on their page and decide to click on the offer or sign up for emails?

5. By using the competitors’ keywords, we are modelling our strategy on something that has been proven to work rather than trying to guess.

6. Do not copy and paste what the competitor wrote. (That is plagiarism.) Use it as an outline to model your own unique message with the keywords researched. You can only sell something to your audience if you use your own authentic voice.

7. Edit the landing page and sign up button as necessary.

B. Creating the lead magnet

1. There should be 2 sections in the give-away list:

- a) A compelling headline
- b) 3, 5 or 7 teaching points\*

This should be information that you are passionate about and could easily talk about.

Write down your content.

2. Using the same strategy mentioned above with Spyfu, check what terms your competitors are using in their copy and use the structure only to tweak your own.

**Examples:**

<p>A. "How to Easily Style your Long Hair" [Title] [5 teaching points ↓]</p> <ol style="list-style-type: none"> <li>1. Do not overdo the Shampoo <ul style="list-style-type: none"> <li>• Use a shampoo that suits your hair type</li> <li>• Dirty hair is easier to style and will hold its shape better.</li> </ul> </li> <li>2. Brush your hair from bottom to top to get the knots out.</li> <li>3. Nourish your hair with oil or hair mask to prevent it from splitting.</li> <li>4. Get a good cut and use the right type of brush or comb. <ul style="list-style-type: none"> <li>• A wide tooth comb or a half boar bristle/half nylon brush is recommended for long hair.</li> <li>• A layered cut will bring out the natural curl in the hair.</li> <li>• Long hair should be trimmed every 10-12 weeks.</li> </ul> </li> <li>5. Avoid applying too much heat to your hair. <ul style="list-style-type: none"> <li>• If you like blow dryers and curling irons use heat protectant spray.</li> <li>• A mix of dry shampoo and hairspray in the days will maintain a curled style.</li> </ul> </li> </ol>	<p>B. "Overcome Your Fear of Presenting at WordCamp" [Title] [7 teaching points ↓]</p> <ul style="list-style-type: none"> <li>• Planning your talk</li> <li>• Practicing your talk</li> <li>• Pre-talk ritual</li> <li>• Greet the audience and set the scene.</li> <li>• Present the talk</li> <li>• Share your slides</li> <li>• Make a closing statement</li> </ul> <p>You might want to elaborate by adding an extra sentence under each point.</p>
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\* A different strategy involves checking how many teaching points your competitor offers and increasing that. For example if they offer 15 Ways to Style your Long Hair, you would offer 20.

3. Add your logo to the file, save it as a pdf and load it onto a shared folder such as Dropbox. Make sure that the link is public and anyone can view and download the file. Save the link.



4. In your email provider, add the saved link to the Welcome Email that the new subscriber receives once he signs up. Test that everything works correctly.