
The 10 Commandments Of Irresistible Lead Magnets



Do you want to ensure your next lead magnet delivers on it's promise? Well, I've gone ahead and compiled this brief checklist that ensures it's irresistible.

Follow the 10 steps below and you will have no problem keeping your audience happy.

1. Make it a content upgrade

One of the highest converting lead magnets is the content upgrade. Rather than just driving people to a landing page, you can send them to an article.

On that article, you provide a number of calls-to-action that enable them to get more information by entering their email. That's how you got this lead magnet!

Most important: ensure your lead magnet is incredibly relevant to the article for maximum results.

2. Provide a benefit rich name that's easy to remember

While this guide is incredibly targeted, it has a clear benefit to it: follow these steps and have an irresistible lead magnet!

To be honest, I stole that title from the book "The Irresistible Offer" (a book that I highly recommend)!

The bottom line: make sure your visitor knows what the benefit is that they get for entering their email address.

3. Keep it simple - Don't confuse them by offering too much

While you may be able to offer visitors a ton of benefits, boil all of them down to one. In this case, despite being “The 10 Commandments of Irresistible Lead Magnets”, it's essentially one thing: a checklist.

4. Increase the perceived value

As I mentioned in the original Lead Magnet Bible, generic offerings should be avoided. Rather than providing “white papers” or “e-books”, provide courses, guides, training videos, or templates.

5. Deliver real value

This is one of the most difficult aspects of truly effective lead magnets. If you are eventually aiming to sell something to your visitors (which you should be), you need to set a high bar.

You want them to think, “Wow, if this is what they give away for free, I can only imagine how great their paid stuff is!”

Getting someone's email with a big promise and then

not delivering is worse than not having their email in the first place.

With the lead magnet you set the bar for all future content to come. So how do you consistently deliver?

Simple: under promise and over deliver. Hyperbole drives clicks but under delivering destroys trust.

6. Deliver instant gratification

While you can send out a drip-email course, it's often better to provide a few easy-to-digest pieces of information. For example, you could provide a couple short videos instead of a drawn out email course.

Instant gratification is great for developing habits, which is excellent if you are looking to sell the person something in the short-term.

Whatever you send, make sure it's quick to consume.

7. Deliver Fast Results

Can the person consume your content and immediately take action? Consider providing some tactics or techniques that they can immediately implement.

8. Don't make it complicated to consume

This applies primarily to anybody creating tool-based

lead magnets. If your software does A TON of things, it's probably too much.

As I mentioned earlier, do one thing with your lead magnet and one thing only. If they need to click on a lot of things or wait for an extended period of time, it's probably too complex.

9. Design your lead magnet to pre-sell them on the idea of buying your products and services

One of the most important aspects to getting a sale is overcoming objections. While you may not know what those objections early on, you'll definitely know after you've sold a few customers on your product or service.

Inside your lead magnets, take the opportunity to address some of those objections.

10. Make the big promise

The lead magnet should at a minimum tease them about things if not presenting them with the opportunity to take action.

Fortunately you have their email address at this point, but a percentage of your readers will be ready to take action immediately. Give them that option!

That's It!

Thanks so much for downloading this guide! I'll send you more resources in the near future to help you grow your customer base!

Have a question? Shoot me an email: nick@holler.com