



# Lead Magnet Mastery

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with

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# About me

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- Entrepreneur for three decades in the UK, Belgium & UAE
- Previously owned a PR agency, training company, media training/public speaking business
- 7-figure business growth from a Facebook Group
- Created Female Fusion in 2020
- My “why” for going global



# Today we'll look at

- Crafting lead magnets with purpose
- Identifying your ideal audience
- Creating high-value content
- Designing eye-catching resources
- Effective promotion strategies
- Measuring success
- Monetising a community

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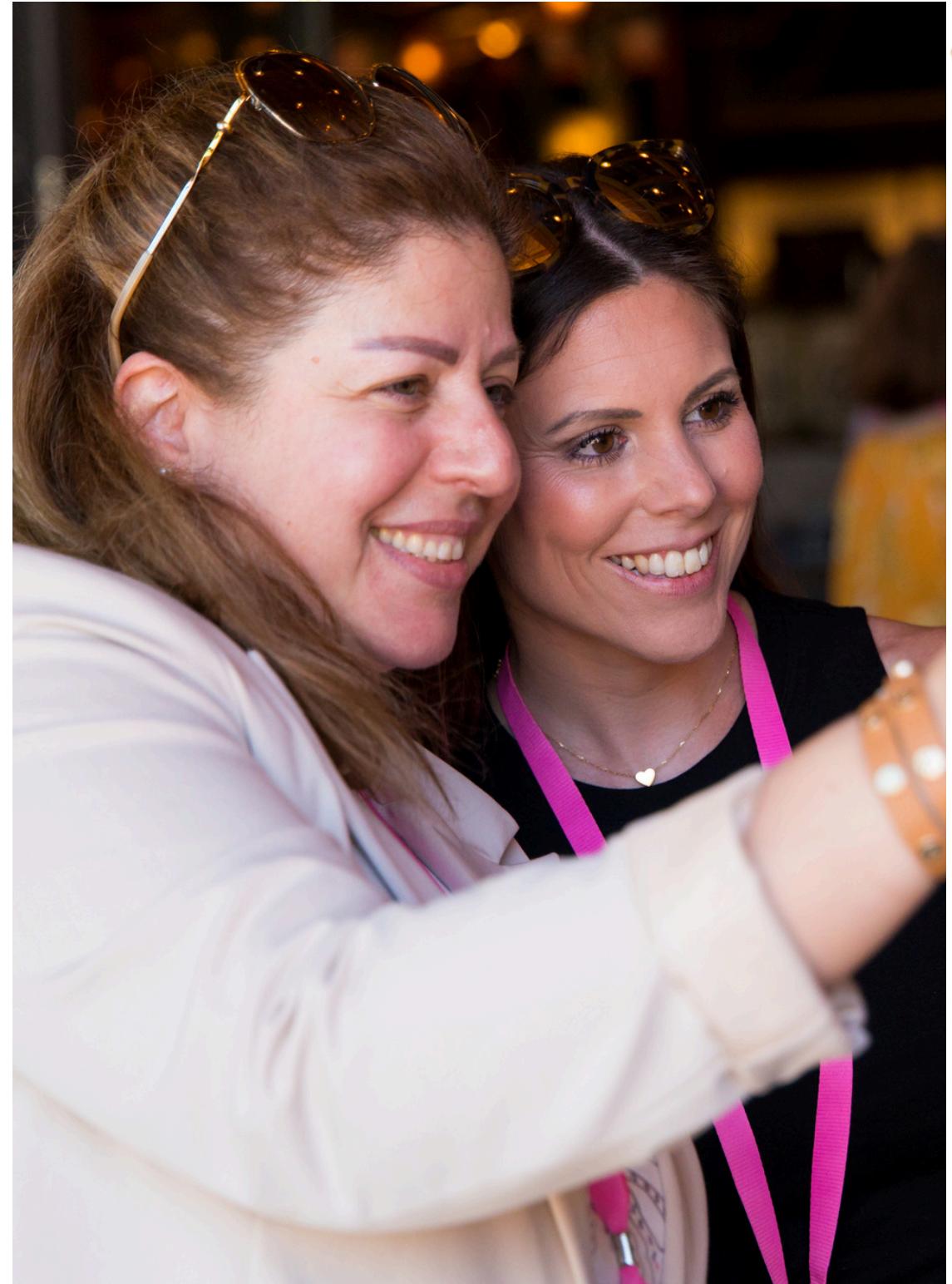


# Crafting Lead Magnets with Purpose

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# What's a lead magnet?

- Valuable piece of content, a freebie, or an offer you give away in exchange for someone's email address
- Just like a magnet attracts metal, a lead magnet attracts potential customers
- Connect with people who are interested in what you offer
- People are more likely to give you their email because they want that freebie
- You can stay in touch, send them helpful information, and eventually, turn them into loyal customers



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# Why they're useful

- Audience Engagement: Encourage visitors to take action
- List Building: Grow your email list of potential customers
- Targeted Marketing: Reach people interested in your products or services
- Quality Leads: Attract people genuinely interested in your business
- Nurturing: Create a relationship and build trust with your audience
- Improved Conversions: Increase the likelihood of turning leads into customers
- Capturing Leads: Gather contact information for follow-up
- Segmentation: Tailor marketing efforts based on lead interests

# What can you offer?

- eBooks
- Reports/Whitepapers
- **Checklists**
- Cheat Sheets
- **Templates**
- **Webinars & Masterclasses**
- Video Tutorials
- Case Studies
- Infographics
- **Quizzes/Surveys**
- Resource Lists
- **Email Courses**
- Audio Downloads
- Toolkits
- Swipe Files
- Blueprints
- Mini-Courses
- **Challenges**
- Samples
- Trial Periods
- Coupons/Discounts
- User Guides/Manuals
- Mind Maps
- **Podcast Episodes**
- **Workbooks**
- Product Demos
- Market reports or studies
- Calculators
- Glossaries
- Mobile Apps
- Membership Access
- Live Chats
- Free event access
- Challenge Toolkits
- Audio Courses
- **Live Q&A Sessions**
- Planner/Journal
- Study Guides
- **Access to exclusive communities**
- Expert Interviews
- Behind-the-Scenes Content
- Action Plans



What lead magnet will you .  
create?

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# Identifying your ideal audience

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# Audience

## Target audience:

- Understand your business's ideal customers
- Identify the characteristics, demographics, and psychographics of your audience

## Pain points:

- Recognise the problems, challenges, or obstacles your audience faces
- Conduct surveys, interviews, or research to uncover their pain points.
- Pain points are opportunities for your lead magnet to provide solutions



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# Audience

Desires and aspirations:

- Explore what your audience wants to achieve
- Determine goals, aspirations, and dreams
- Understand the outcomes they desire from your products or services



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# Audience

## Creating Buyer Personas:

- Develop detailed buyer personas based on research
- Personas represent your ideal customers' characteristics, needs, and preferences
- Use personas to tailor lead magnets to specific segments of your audience



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# Audience

## Customer Journey Mapping:

- Map the path your audience takes from awareness to purchase
- Identify touchpoints where lead magnets can address pain points and desires
- Ensure your lead magnets align with each stage of the customer journey



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# Audience

## Tailoring Content:

- Craft lead magnets that directly address identified pain points
- Highlight the benefits and solutions your lead magnet provides
- Ensure that the content resonates with the desires and aspirations of your audience



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# Our audience for lead magnets

Profitability Quiz



From start-up to 7-figures  
globally - extra tagging

SME Dashboard



From start-up to 7-figures globally

Tech Deck



All global entrepreneurs

FF 30 inspiring  
entrepreneurs



All global entrepreneurs

FF Business  
Collective FB Group



All entrepreneurs globally

UAE business bank  
account



Startups UAE

UAE business set-up  
guide



Startups UAE



Each lead magnet  
addresses an  
audience need

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Creating high value content .

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# Content

- Expertise demonstration
- Content relevance
  - address pain points and desires
- Well organised content
  - use headings, subheadings, and visuals to make the content more digestible and engaging
- Attention-grabbing titles
- Clear and actionable information
  - Offer actionable insights that your audience can implement immediately



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# Content

- Visual appeal
  - Incorporate visuals such as images, infographics, and diagrams to enhance content engagement
- Storytelling
- Unique Selling Proposition (USP):
- Call to Action (CTA)
  - Include a clear and compelling CTA within your content
  - Direct readers to take the desired action, such as subscribing, downloading, or signing up



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# Content

- Content-length
- Mobile-friendly design
- Testing and iteration
  - Experiment with different content styles, formats, and messaging
  - Analyse performance data to refine and improve your lead magnets over time
- Value delivery
  - (Over)-deliver on the promises made in your lead magnet
  - Ensure the content fulfils expectations and provides real value



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# Designing eye-catching resources

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# Design

- Easy to read / digest
- Modern design
- Print:
  - Canva (use templates)
  - Word
  - pdf
  - Google Docs
  - Google Sheets
- Video:
  - Descript
- Quiz:
  - Interact, Typeform, Jotform



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Promoting your lead magnet.

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# Promotion

- Organic
  - LinkedIn
  - FB Groups
  - FB Page
  - Instagram
  - Twitter/X/Threads
  - Email
  - When you speak
- Paid
  - LinkedIn
  - Meta
  - Google
  - YouTube
  - On other's platforms



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# Promotion

- Include links and calls to action leading towards your lead magnet everywhere
  - Home page of website
  - Profile
  - LinkTree
  - Podcast
  - Blog
  - Email
  - Email signature
  - Answering questions

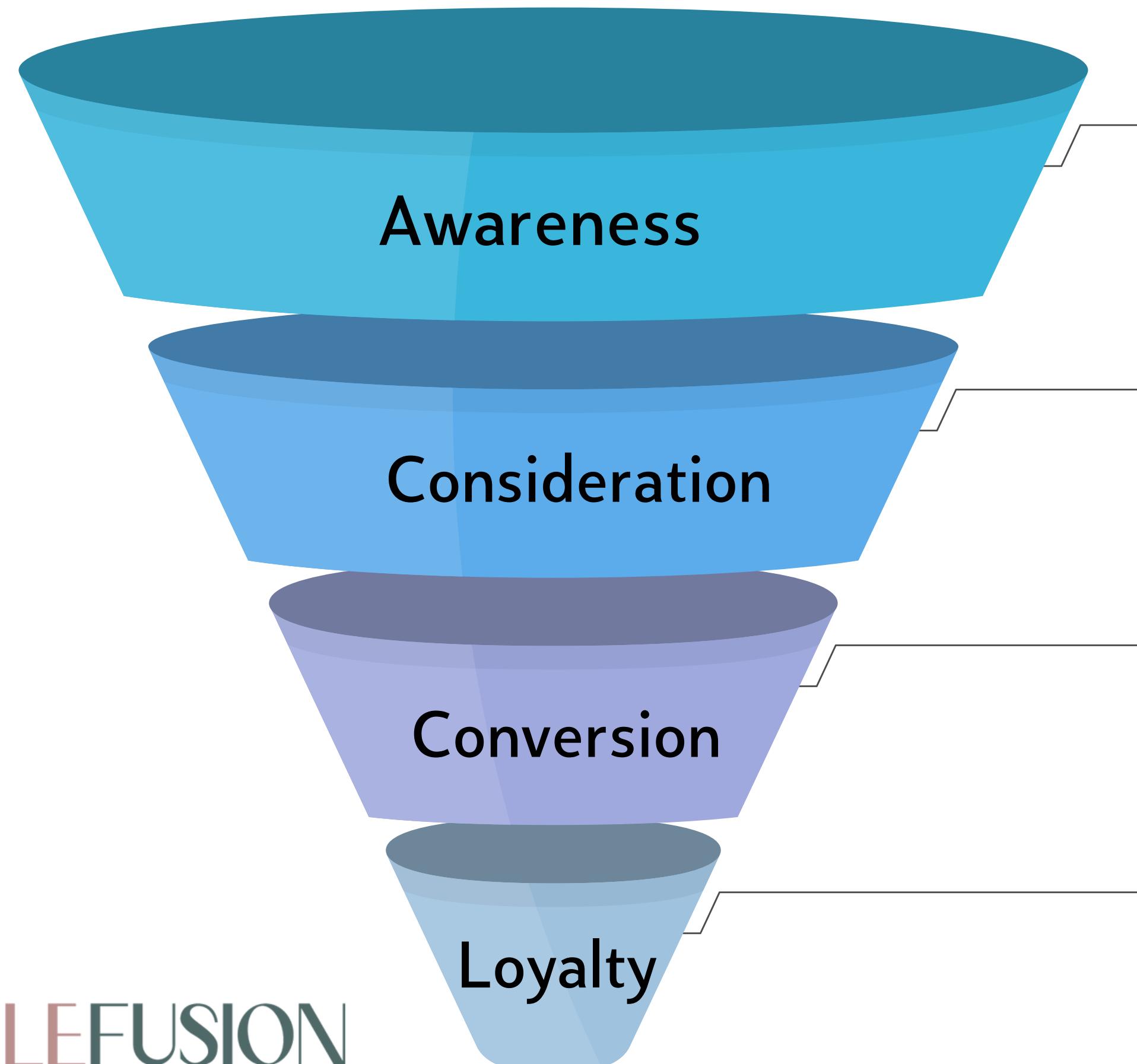


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# The lead magnet funnel

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# Typical marketing funnel



Your goal:

## Attract

Awareness of the brand  
e.g. lead magnet or freebie, exchange for email address

## Inform

Trying to get to know you  
Educate and inform customers to help them understand how your product or solution meets their need  
e.g. customer testimonials

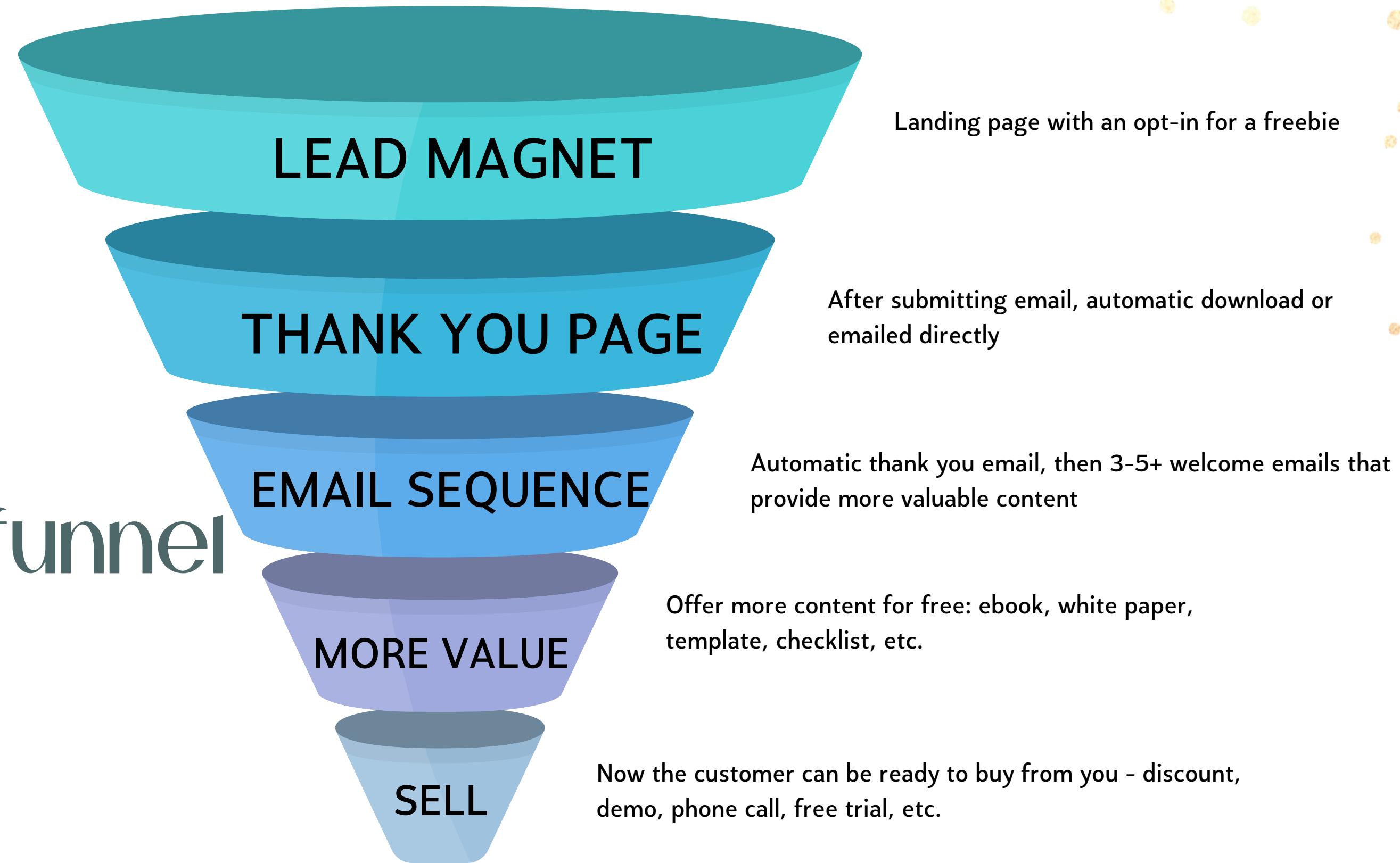
## Convert

Encourage shoppers to purchase your product or service  
e.g. sales page

## Engage

Nurture customers, provide excellent sales process  
e.g. nurture email campaigns

# The lead magnet funnel



**CONSISTENTLY NURTURE:** Ongoing email nurture campaigns

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Are you feeling frustrated about not making enough money  
or meeting your business' revenue goals?

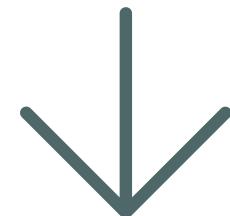


### Free Profit Potential Mini-Course

Unlock your business's hidden profit opportunities! This course offers practical insights to identify and capitalise on untapped areas of your business.

[GET THE FREE PROFIT COURSE](#)

Lead magnet landing page



[femalefusionnetwork.com/profit](http://femalefusionnetwork.com/profit)



Ready to stop the profit leaks and maximise your earnings?

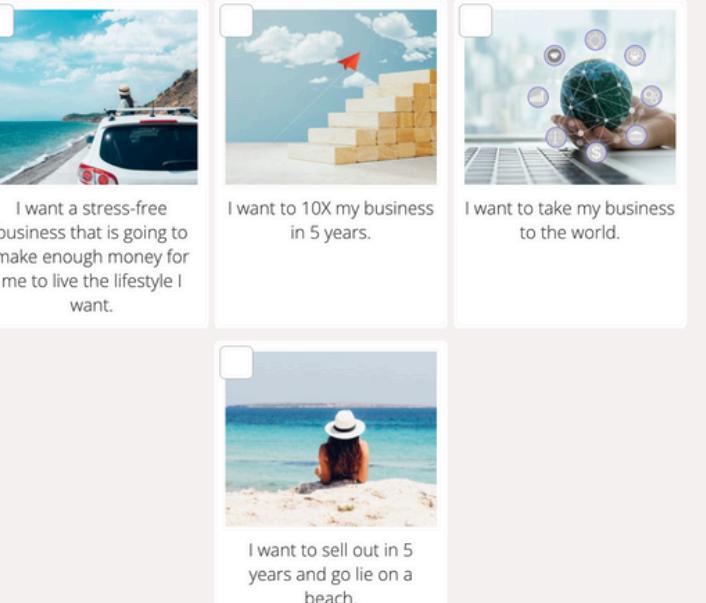
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Do you have a business?



- Yes, I have had my business for more than 5 years
- Yes, I have had my business for 3-5 years
- Yes, I have had my business for 1-3 years
- Yes, I just registered my business
- No, but I'd like one
- No, just curious

Describe the vision for your business.

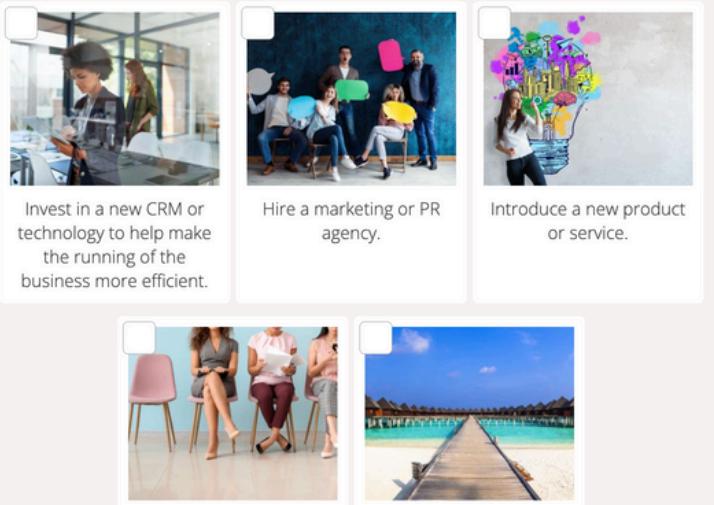


When it came to doing research to discover your ideal client and gain clarity on your business idea, which of the following statements are true?



- I asked my friends and family.
- I did an online survey and/or spoke with people one on one.
- I haven't done any research.
- I hired a professional advisor to do research for me.

Congrats! You had a record year in your business this year. What do you do with your profits?



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Unlock your business profit / Categories / Answer: You Need to Complete More Research / Answer: You Need to Complete More Research



**ANSWER:**  
**YOU NEED MORE RESEARCH**

Answer: You Need to Complete More Research 1 Lesson

▶ 9:36 ▶ 🔍 [Next Category]

[Mark As Complete](#)[Downloads](#)[!\[\]\(b6e3a331d96c75a1e39efd137c125d99\_img.jpg\) Clarity Handout](#)**Answer: You Need to Complete More Research**

Based on your answers, it looks like you need to do more research in your business. You might be feeling like you have a lack of clarity around your product, service or ideal paying customer. Have a look at the video and pdf download and to get some additional ideas about the steps that you can take to increase the profit in your business.

**Instructor****Jen Blandos**  
CEO, Female Fusion

Jen is a highly successful entrepreneur with three decades of experience running seven-figure businesses. In March 2023, Jen was named as one of 25 global female visionaries by Mastercard Priceless for the work that she does with female entrepreneurs.

Unlock your business profit / Categories / Answer: You Need a Plan for People Resources / Answer: You Need a Plan for People Resources



**ANSWER:**  
**YOU NEED A PLAN FOR PEOPLE RESOURCES**

Answer: You Need a Plan for People Resources 1 Lesson

▶ 8:06 ▶ 🔍 [Next Category]

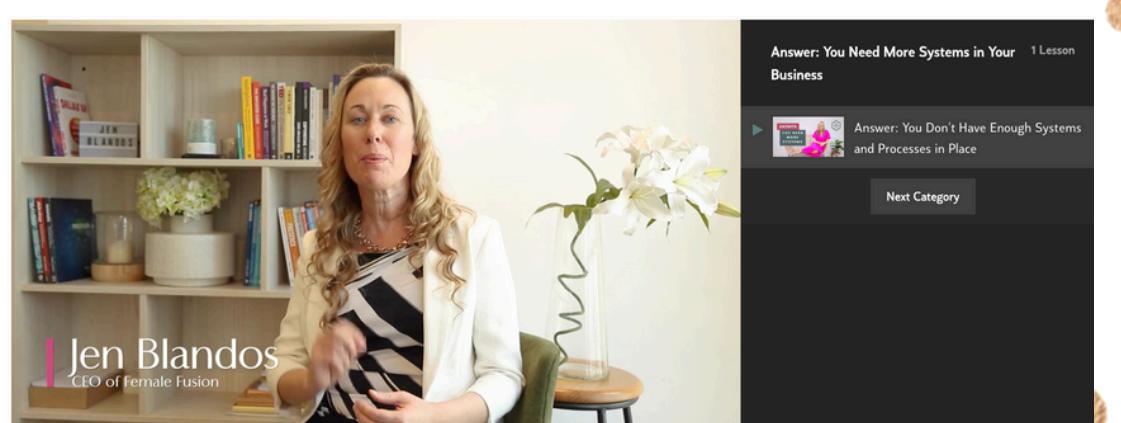
[Complete](#)[Downloads](#)[!\[\]\(d01bed3d9df2dba4f07ff50c8e0bff85\_img.jpg\) People and Resources Handout](#)**Answer: You Need a Plan for People Resources**

Based on your answers, it looks like People, could be the number one block from preventing you from making more money in your business. It might help you to create a more strategic plan for people resources in your business.

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Unlock your business profit / Categories / Answer: You Need More Systems in Your Business / Answer: You Don't Have Enough Systems and Processes in Place



**Answer: You Need More Systems in Your Business** 1 Lesson

▶ Answer: You Don't Have Enough Systems and Processes in Place [Next Category]

[Mark As Complete](#)[Downloads](#)[!\[\]\(1e2ef454b839a5fb0e14211fa5fe8991\_img.jpg\) Business Systems Handout](#)**Answer: You Don't Have Enough Systems and Processes in Place**

Based on your answers to the quiz, it looks like you might not have the right systems and processes in place to run your business, and it could be the number one block preventing you from making more money in your business.

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# SIMPLE OPT-IN FORM

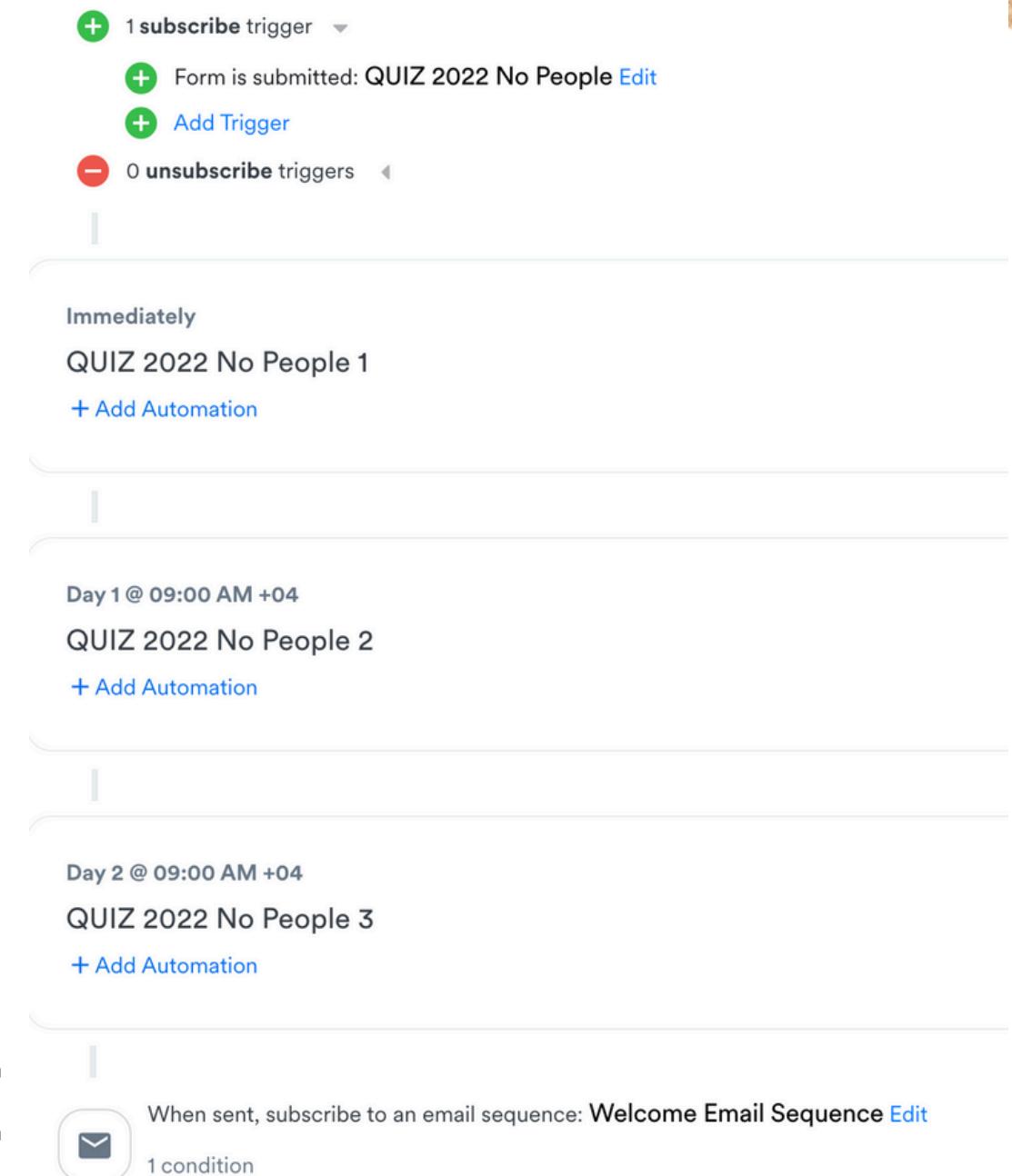
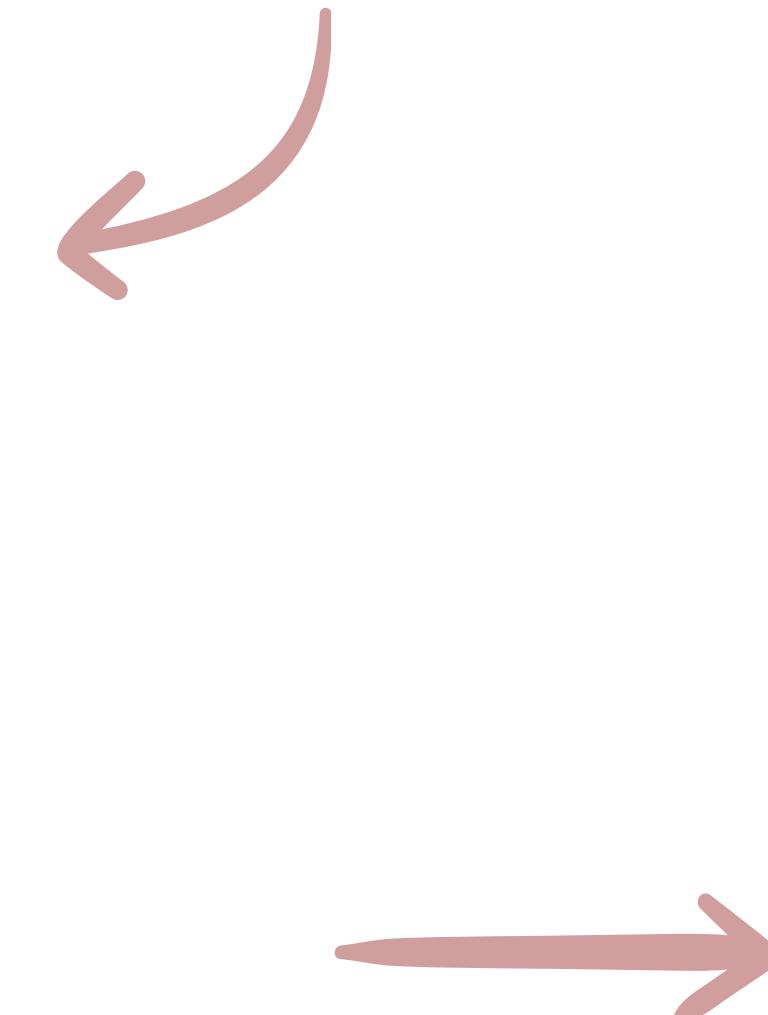
I can't wait to tell you how you can make adjustments to the people side of your operations to help you to make more money in your business.

Fill in the details below and you'll get immediate access.

Name

Email

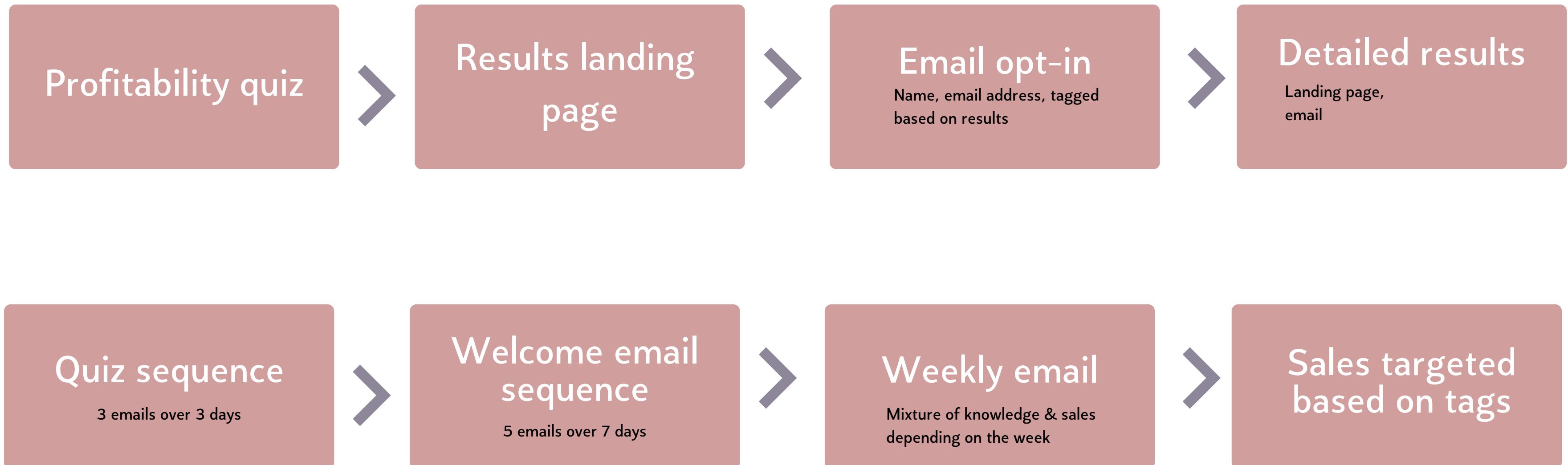
YES PLEASE



## SUBSCRIBE TO EMAIL SEQUENCE

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# Female Fusion's quiz lead magnet



\*No biz, no marketing, no IPC,  
no systems, no people

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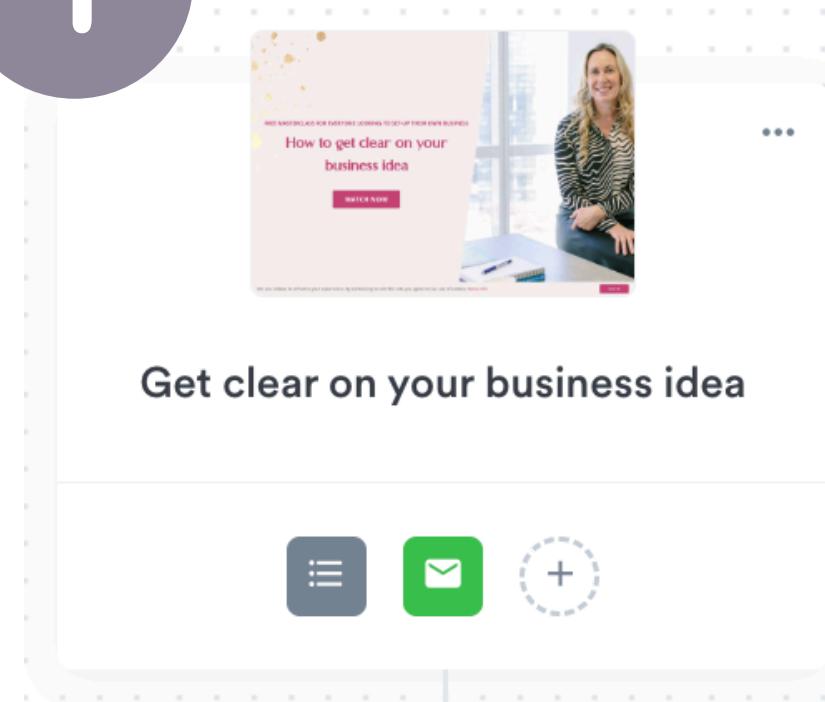
# Free resources

Whether you're just getting started, or you're scaling to 7-figures and beyond, we're here to help you every step of the way.



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1



Get clear on your business idea

2



Welcome Email Sequence

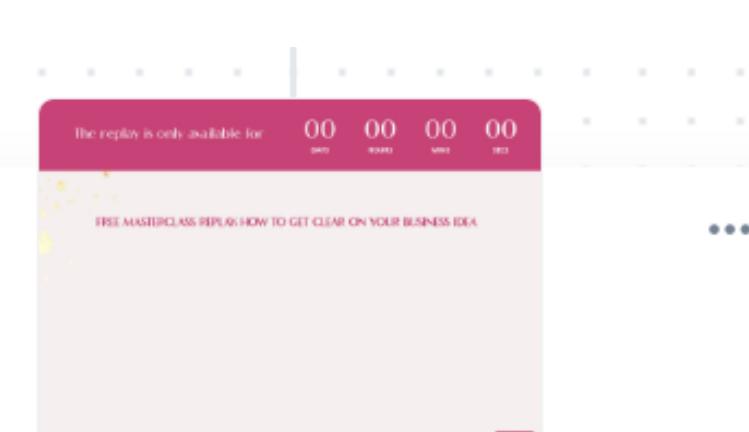
5 Emails

3



Thank You - Get clear on your  
business idea

4



FREE MASTERCLASS REPLAY: How  
to Get Clear on Your Business Idea

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Can you make money  
from a lead magnet?

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# Absolutely...

- But - is it worth it?
- **Upsell** -> sell them something low cost as part of your email sequence, increase in value
- **Sell digital products** from a free masterclass or training that you've used as your lead magnet - this can often help cover the cost of your ads
  - Recording, workbook, templates, etc.



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# Measuring Success

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# What makes a good lead magnet?

Opt-in from your landing page:

30-40% Good

40-50% Great

60% + Outstanding

★ Constantly track your opt-ins to see what works, what doesn't and modify



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# Your challenge

- 1) Create a lead magnet
- 2) Create a landing page + optin form
- 3) Create 1 x welcome email once someone opts in to your list
- 4) Set a target for how many email addresses you would like to capture each month

# Monetising a Community

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# Anything can be monetised

**\*\*With the right strategy...**

- 1) Do you have an **audience**?
- 2) Do you have an **existing community** - like on Facebook, WhatsApp, Discord, etc.?
- 3) Do you have their **email addresses**?
- 4) If you send them an email or mention something on social media, **will they want to buy from you**?

If yes... then you might be ready to **monetise your community**

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# Test if there's interest

- 1) **Float the idea** of a pending community
- 2) Create a **waitlist**
  - Typeform, Google Forms, MS Forms, Monday, Hubspot, or in a creator platform if you've subscribed, etc.
- 3) **Market research**
  - 8-12 **multiple choice** and open questions asking about what they would want / value
  - 5-20 **one-on-one** interviews to validate content (record)

# If yes...

## 1) Create your **offer**

- Why would people join?
- Are you solving any problems?
- What's included? (don't value stack it)
- What will it cost?

## 2) Create a **sales page**

- You can keep it simple the first time
- Don't forget to include T&Cs

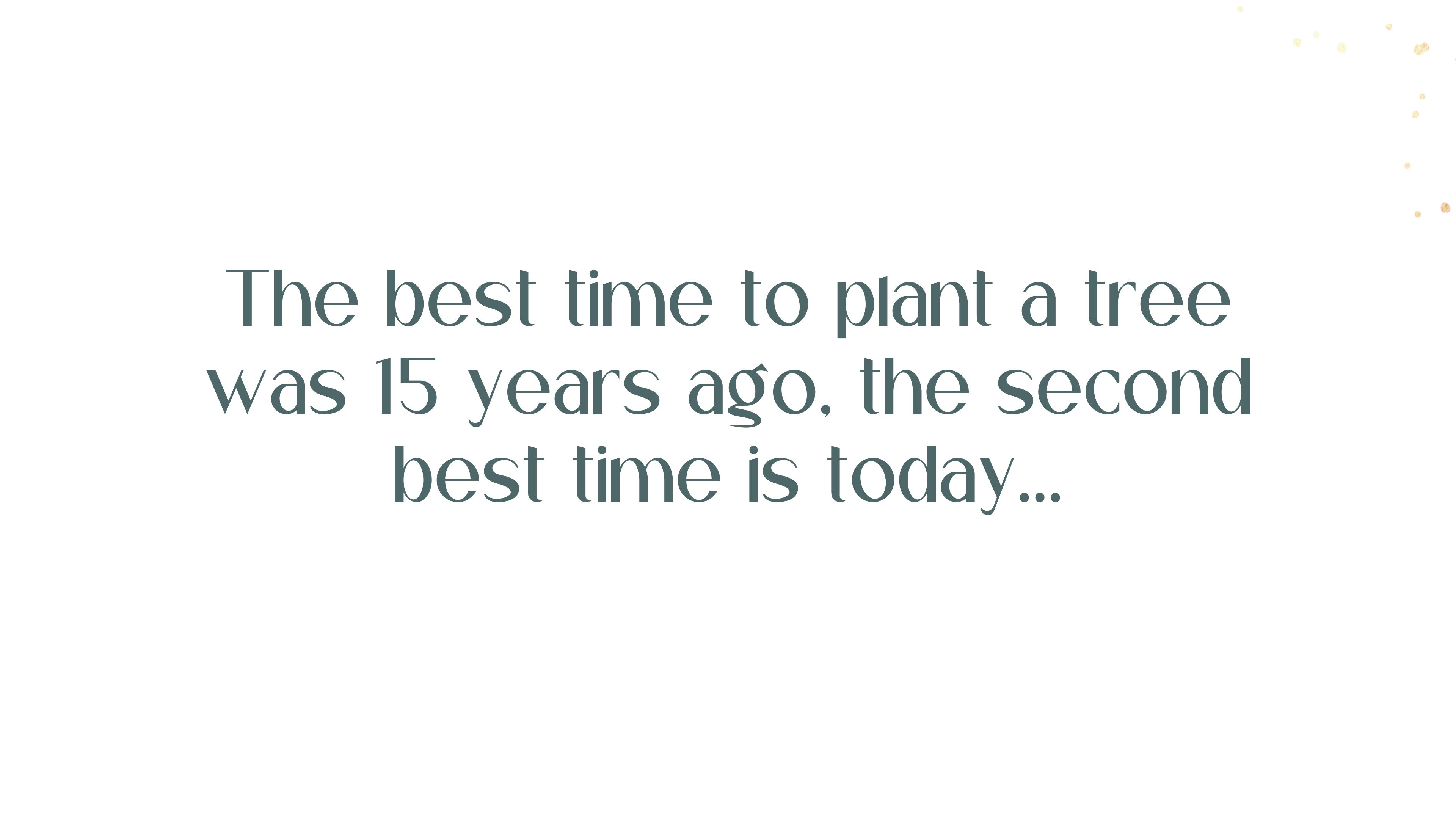
# If yes...

## 3) Launch your community

- **Done is better than perfect**
- You typically want to have a launch: **6-10 week lead time**
  - Masterclass, challenge, workshop, etc.
  - Combination of emails, paid ads, organic posts, online engagement
  - 5-10 days max. for your launch
  - Doors open / doors closed, always open, application?
- Usually start with a **founding member rate**
  - Recurring monthly or annual subscriptions
- Get **support** – VA or part-time team
- Get **feedback from members** to improve

# Tech stack

- Are you planning to **build a business** and do you have a **budget**?
- **Community engagement:**
  - Free: FB Group, WhatsApp, private YouTube, LinkedIn Group, etc.
  - Paid: Kajabi, Circle, Skool
- **Payment platforms:** Stripe, PayPal
- **Online meetings:** integrated with platform (eg. Kajabi), Zoom, Google Meet, MS Teams, etc.
- **Project management:** Trello, Asana, Monday, Notion, ClickUp, ConvertKit
- **File storage:** Google Drive, Dropbox, iCloud, etc.
- **ESP:** integrated with platform (Kajabi), MailChimp, Hubspot,
- **Video editing:** Opus Clip, Descript, CapCut, Adobe
- **Basics:** Good microphone, webcam, decent computer, etc.



The best time to plant a tree  
was 15 years ago, the second  
best time is today...