

CREATE A LEAD MAGNET

A **lead magnet** is a marketing term for a free item or service that is given away for the purpose of gathering contact details. A lead magnet incentivizes your site visitors to exchange information, such as their email address, for access.

Once you've gathered email addresses, you can begin to nurture these leads by sending content based on your lead magnet to promote your coaching offerings.

Lead Magnet Essentials:

- Simple to create
- Valuable to your ideal client
- Easy to access and download

Lead Magnet Ideas:

- Worksheet or Workbook
- Ebook or Guide
- Webinar or Video Series
- Infographic
- Quiz or Assessment
- Cheat Sheet or Checklist
- Weekly/Monthly Newsletters
- 5, 10, 30 Day Challenges

Questions to Consider:

- Who are you trying to reach?
- What challenges will your lead magnet help your ideal client overcome?
- How will you promote your lead magnet?
- Where will you host your lead magnet?
- After you've collected contact information, what will you do with it?
- How could you expand or build upon the content in your lead magnet?
- What is your call to action? How will you convert these leads into clients?