

Top 10 Takeaways

- 1** Lead magnets are an effective way to generate leads, show your expertise, give people a taste of your work and build trust. They also **help transition prospects to clients**.
- 2** A powerful lead magnet is **relevant and useful to your audience**. The content doesn't have to be mind-blowing.
- 3** Your lead magnet should be **tied to your services** and **congruent with your core differentiator(s)**.
- 4** Your lead magnet should make your ideal prospect **want to find out more about you**.
- 5** Give your lead magnet a **great title** and make that title **easy to consume**.
- 6** Great titles often contain a **how-to** or a **numbered list**. You can also include the **format** (e.g., worksheet, audit) and the **target market** ("...for creative directors").
- 7** Decide **what kind of lead magnet** you want to create. For example, you can choose a how-to, problem/solution, numbered list, checklist, process map, tip sheet, template, tool or audit.
- 8** Choose a format that is **fast and easy to produce**, such as a PDF. Less is often more.
- 9** **Brainstorm** topic ideas and then **narrow the list to your top three**. Save all your ideas for future lead magnets, blog posts, newsletter articles, etc.
- 10** **Consider hiring a designer**. A great-looking lead magnet makes a better impression.