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The Lead Magnet Explained And Why You Need One!

By Kat Corbett – 12th October 2022

If you're looking to generate leads online - it's really important that you have a key piece of content.

A lead magnet is a key piece of content that solves part of your prospect's problem in a really concise way.

This piece of content can be in the form of a mini-training, a video or a PDF - the key is that you get an email in return for delivering that piece of content.

You can then take those people who give you their email addresses and start to nurture them and build up that know, like and trust factor.

There are seven things that your lead magnet should do if you want it to be absolutely irresistible:

1. Solves a real problem – if your lead magnet doesn't solve a real problem that your ideal client has, or if it doesn't give them something they really want, it won't work at all.
2. Promises one quick win – your lead magnet should promise (and deliver) one quick win for your ideal client. In other words, it should help them to easily achieve something.
3. Super specific – don't create a lead magnet about something general. The more specific you are about the benefit of your lead magnet, the better it will convert leads.
4. Quick to digest – PDF checklists tend to convert really well because they are so quick and easy to digest. eBooks or lengthy reports may make your prospects feel overwhelmed.
5. High value – your lead magnet should have both high perceived value and high actual value.
6. Instantly accessible – your lead magnet will work best if it is something that can be delivered right away. People love instant gratification.



7. Demonstrates your expertise – when someone consumes your lead magnet, it should demonstrate your expertise. This helps turn leads into customers down the road.

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If you would like to know more or require assistance please contact Kat at kat@switchcopy.co.nz and say you heard about her through The Engine.

