

How To LEAD MAGNET



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Introduction

Like blog posts, news articles, and any media there are certain criteria that should be included in a lead magnet.

Introduction:

Tell the people what you are giving them. If you are selling, you, this can absolutely be all about you. In this case I'm selling design services, so the entire PDF is my all about what I do.

Information:

Doesn't matter if it's a checklist, how to, report, ebook, whitepaper, or by any name the information that your cover and advertising has offered. This is the value that your reader is getting for their email, contact information or even the like, tweet, or other value they are giving you. This is where you are going to show people you are an expert in the subject you are giving them.

Call to action!

Doesn't matter that the reader has already given you their info we want them to come back, again, and again, and...

A call to action is going to suggest that they do just that.



*There is more
keep reading!*

Information

This is the bulk of what you are trying to say, sell, or, like me, giving away. This part is all up to you and should be informative and engaging. Like most articles, don't use jargon. If you find you must, please explain what you are trying to say.

You are the expert! Show it!

There are thousands of lists online that will give you ideas for the information portion. These include:

- Resource list
- Calendar
- Plan or planner pages
- Worksheet
- Printable template
- Inspiration list
- Idea generator
- Recipes
- Checklists
- Guide
- Case Study
- Ebook
- Cheat sheet
- A Secret!
- Templates
- Training

There are so many more but that's a good start and the ones that seem most popular. Try to pick something that works well with your information and or products.

Think about how much info too! Make sure that your readers are getting something for what they gave you, or are going to give you. 5 pages, like this PDF, is a good small freebie or give me a like type of lead. Want more? Email address or other contact, think around 10 pages designed.

Design

Well this is my job!

Design is going to be completely dependent on what the information is and who you are. Let's face it, if you are trying to sell manly services, pink is probably not the color you are going for. Though I'll take favorite color suggestions.

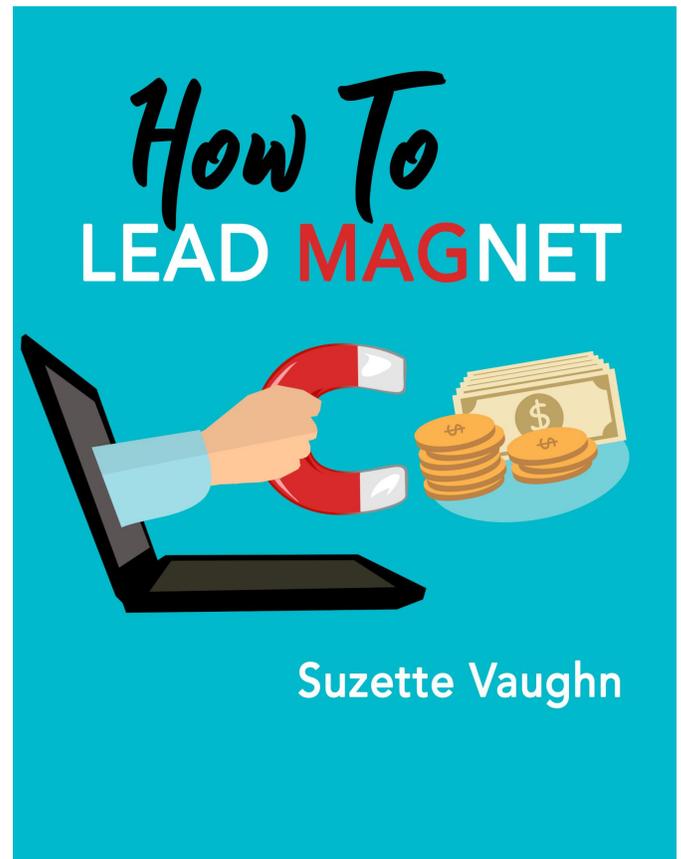
No two designs should ever look the same. With that said...yes you can send me one you love and I can mimic styles. Careful though, too much of a good thing is NOT good! There is a certain lady's lead magnet I see at least twice a year.

Those that come out best start with a logo or an image. This will lead back into who you are and what you do. Logos are very important branding items or just a name. I use my name as I've never come up with a logo that fits all I do.

This PDF, for example....I bet you can guess my favorite colors. Red, white and black. That teal is eye catching and happened to be on the image I started with, which was the cover. Though my website isn't red, white and black anymore (it was way too overpowering) you'll find these colors on almost anything that leads back to me.

Want more ideas? I have a few [templates](#) on my site. You can go there by click the word [templates](#) in this section or the cover off to the side.

Some lead magnets will be image heavy. Some won't. This one, I chose to have more info heavy than image. That's just the way it worked out.



Call to Action:

Here is where you convince people to buy your service, like your page, or otherwise support your endeavor.

There should be links! Every page, but the Intro in this has at least one link back to my page. There are 8 in all. I bet you can find them.

The entire image at the bottom is a link to my website. I choose to link my site since, from there, you can find all my social media and other places I do business, basically on every page. That way no matter which of my services someone is looking at, they can find a way to contact me that should make them comfortable.

Oh! There's also a "[Buy Me Coffee](#)" where you can give me money!



Now the action that you have to do!

Go type up your lead magnet.

Come back to me and I get to make it pretty!

Pricing (oh, because I believe in transparency) depends on how much info and how much design.

Starting at \$20 can you afford not to?

Suzette Vaughn
Books, Art, and Author Services

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