Recipe
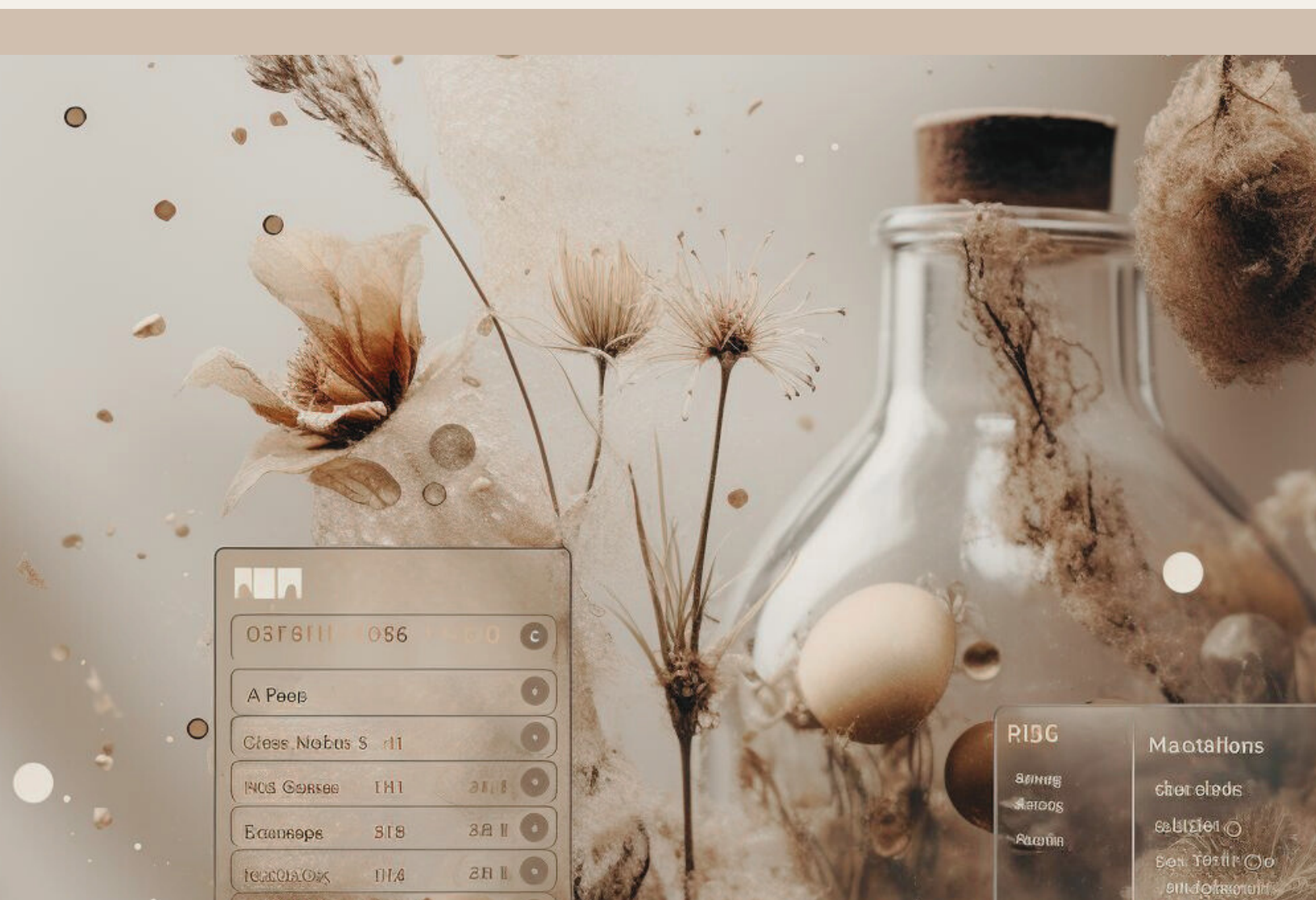
LEAD GEN

Grow your audience by brewing your lead gen potion using a PLR product to create your lead magnet.

LEAD GEN POTION RECIPE

Audience Growth

This *Lead Gen Potion Recipe* helps you to grow your audience by using a PLR product as a lead magnet. A lead magnet is something you g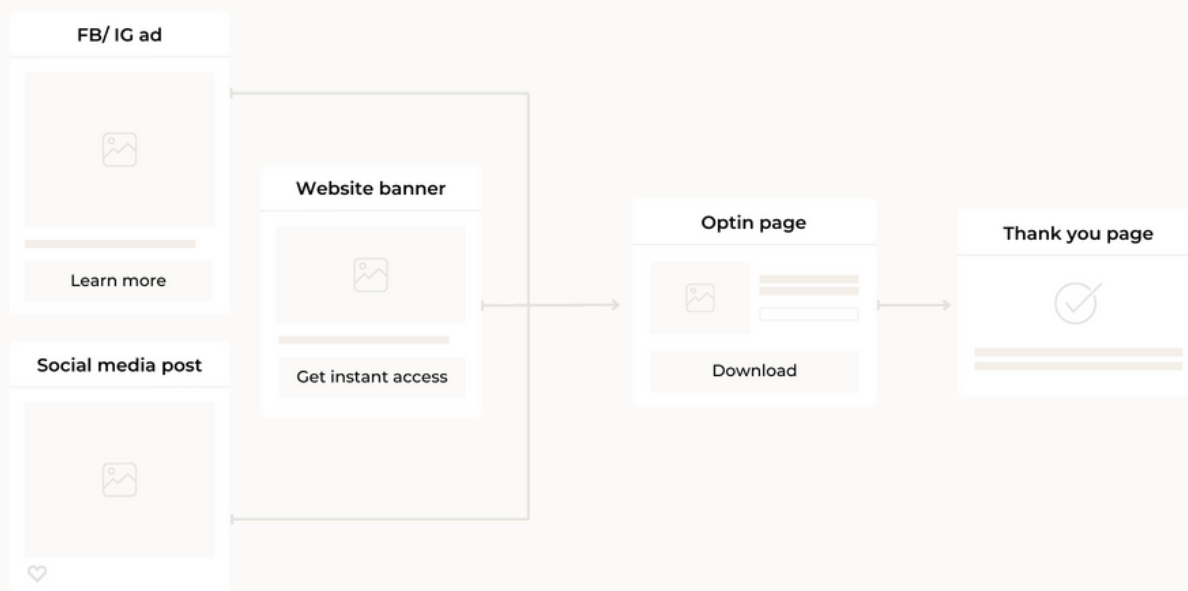ive away for free in exchange for an email address. This way, you can follow-up with your potential ideal clients, connect with them, and promote your current and future offers to them. For more info on what this recipe is about and why to use it, please watch the Lead Gen Recipe Intro Video.

Promotion Breakdown

You can promote your lead magnet in different ways, here are some of the most common ones:

- → With Facebook & Instagram ads
- → With organic social media posts on Facebook, Instagram, Pinterest, etc.
- → With banners on your website

FB/ IG ad
Learn more

Social media post

Website banner
Get instant access

Optin page
Download

Thank you page

Real-World Example

Here's an example of a lead magnet and optin page: the free Coaching Business Planner.

Recipe Steps

01 Deciding on your lead gen strategy

There are different ways to promote your lead magnet. In this step we'll find the best way(s) for your biz. See Lead Gen Recipe Step 1 Worksheet for detailed instructions.

02 Selecting & customizing your lead magnet

In this step we'll select what PLR product you'll use as your lead magnet, and optionally how to customize it for your audience, as well as reskin it to make it fit your brand. See Lead Gen Recipe Step 2 Worksheet for detailed instructions.

03 Setting up your lead gen funnel

In this step, we'll set up the web pages of your lead gen funnel. You can skip this step if you're only using the lead form ad promo strategy. See Lead Gen Recipe Step 3 Worksheet for detailed instructions.

04 Delivering your lead magnet

In this step, we'll set up the delivery of your lead magnet, so that after people enter their email address, they will actually receive the lead magnet and are added to your email list. See Lead Gen Recipe Step 4 Worksheet for detailed instructions.

05 Setting up your lead magnet promo(s)

In this step, we'll set up the promotion(s) of your lead magnet, using the promo strategie(s) you've selected in step 1. See Lead Gen Recipe Step 5 Worksheet for detailed instructions.

There are also optional Program Pairing Suggestions if you want to dive deeper into lead generation.

Best Practices

Here are some best practices and things to keep in mind when creating (PLR) lead magnets:

- → Lead magnets that are easy to consume, implement, and use often work best. Not every valuable digital product makes a great lead magnet. People often have too complex lead magnets for them to perform well. A free resource actually performs worse when it's more comprehensive. And that's counterintuitive, right, because you would think the more information you give, the more that the more people would want it. But when it comes to strategic freebies, what really works the best is if it is very easy to consume. So if it fits on one page, and you can explain it in three words, for example a 'funnel launch checklist' that makes a really great strategic freebie. So the biggest mistake is thinking that adding more and value stuffing will get you to a lower cost per lead or a higher quality lead.

- → Another important aspect is to take the time to answer to reframe this resource to really speak to your ideal person. So you would want to think about, who am I tailoring this resource for and with that you actually make it more specific and you add value through the specificity. Plus, you also filter out people that are potentially not a good fit for your back-end offer.

- → The presentation of your lead magnet is extremely important. Even though it's a free product, you'll want to make sure it looks beautiful and well-designed. This will make a huge difference in how many people sign up for your lead magnet.

- → To make the lead magnet more valuable you can add a walkthrough video to your welcome email where you provide an over-the-shoulder walkthrough of how to use the product.

Let's get started brewing your lead gen potion.