

10 Emails – Using Lead Magnets to Grow Your List

1. eBooks

Subject: Quick eBook creation tips

Dear [Name],

If you want to create a lead magnet eBook to help grow your list, it doesn't have to take a long time. You really can create an eBook for use as a lead magnet today using these tips. If you come up with an idea while reading, make sure you write it down so that it happens.

Transcribe an Interview or Two

Conduct some interviews with your customers' success stories and then send them to someone to transcribe for you and turn into a book. You can find people to do it for you inexpensively on Fiverr.com, but you can also do it yourself using software like Amazon Transcribe. (<https://aws.amazon.com/transcribe/>)

Publish a Case Study or Two

Set up automation to send a survey to each of your customers after they've been given enough time to use your products and see results. The survey should consist of yes and no questions as well as long-form answers so they can tell their story freely.

Once they finish, you can take the information you receive from that survey and turn it into a publishable case study that you can allow your audience to download free to learn more and grow your list.

Compile Old Blog Posts

This is a fun way to create a book as you go. By setting up categories on your blog, you can set up a system to slowly write and eventually publish a perfect eBook for list building. After you have ten to twenty posts about one topic, you can compile it using automatic software in just a few clicks of a mouse. Add in some transitions, images, and design the document to match your branding, and you're done.

Transcribe a Webinar

Yes, this is another idea that uses transcription to create an eBook. You talk faster than you write. But you can use technology to help you create an eBook from a webinar you

already conducted. Add a few checklists and maybe step-by-step instructions to accomplish a task, and it'll be a sure-fire winner.

These four ways to put together an ebook as a lead magnet shouldn't take long. You can use a plugin for your blog if you use self-hosted WordPress called [Print My Blog](https://wordpress.org/plugins/print-my-blog/) to help you compile individual posts from a category into a simple eBook. (<https://wordpress.org/plugins/print-my-blog/>)

Next time, we'll look at how to create downloadable resource guides as lead magnets.

2. Resource guides

Subject: How to create downloadable resource guides as list builders

Dear [Name],

Your audience likes to know what they need to buy to do what you do, or how to use your products and services successfully. Because of this, they want to know the resources you use and recommend that they use. That's why a resource guide makes a perfect list builder or lead magnet.

Start on Your Website

Set up a page on your site with a resource list that consists of products you use to do your business, as well as products that you recommend your audience use to do whatever it is your niche is about.

Print to PDF

While the website version is going to be updated, as you can add to it every time you find a new product or service that you like or recommend, once the list is long enough to be a few pages, you can print it right off your site to PDF. If you cannot do that with your set-up, cut and paste it to a Word file instead. Then after you clean it up, turn that into a PDF file.

Clean It Up

After you have the file, you'll want to clean up anything from the website that doesn't belong, to make it look more like a report or eBook. Make sure all your links are clickable and work.

Make It Attractive

Add formatting to make the PDF look attractive to the person who downloads it, and add information to the file to help the reader understand what the products or services do for them.

The remarkable thing about a resource list is that you can also add your affiliate links to the document as well as to your website. Your entire audience can see the resources right on your site. But if they want them all in one package, they can download the PDF file, which links them right back to your website as well as to the resources, using your affiliate link.

This is a list builder that'll make money directly when your audience clicks through and buys, but also since they're on your list to start with.

Don't miss the next email, where we look at how to create checklists.

3. Checklists

Subject: How to create your freebie checklist

Dear [Name],

Building your list is fun when you figure out all the ways you can do it. Having a variety of entry points is the best thing for your business. One way to build your list is to create a checklist to give away that helps them do something.

As a list builder, checklists are a great way to create something of value for your audience quickly and easily. Once you create a checklist, there are several ways you can market it to build your list.

In-Content Link

Anytime you have a checklist, it's useful to mention it and link to it right within the content. For example, if you're writing about doing that thing that needs a checklist, use the anchor text of your choice to link to the gated checklist content.

Advertising the Checklist

Once you create a checklist, you can advertise it to any people who have visited your website. Use remarketing technology via Facebook Ads to recommend the checklist to anyone who reads the text on your website.

As a PS in an Email Message

When you have checklists to give out, any time you mention the topic, you can mention the checklist as a reminder of the resources and information you offer your audience. Just tell them about the checklist and link to it.

Within a Chat

You can even recommend your checklists in chat right on your site or within social media. Using automated technology right through Facebook and AI, you can set up your messages to automatically send this information to the right audience members who use specific keywords.

As a Webinar Handout

If you are hosting or speaking at a webinar, this is a great time to recommend any of the checklists you've created for your audience. Just mention to the audience that if they need extra help, they can download the checklists for assistance.

As you can see, there are many ways to entice your audience to download the freebie checklist. Just add it to the content in a way that makes it natural to download the gated content for the audience member. Anytime the relevant topic is brought up is an opportunity to recommend your checklist.

In the next email, we'll look at using cheat sheets as lead magnets.

4. Cheat sheets

Subject: Make their life easy with cheat sheets

Dear [Name],

Your audience wants a shortcut. That's the fact of life that almost everyone can relate to. Most audiences want to do things in a way that lets them skip over all the mistakes, and thankfully you have that to offer them by creating cheat sheets that you've created for yourself.

What Is a Cheat Sheet?

A cheat sheet is essentially a reference guide to something.

For example, you can have a cheat sheet with keyboard shortcuts for a game, a cheat sheet with formulas for math problems, a cheat sheet with common baking ingredient substitutions, a cheat sheet of the top movers and shakers in your niche, the ultimate landing page cheat sheet, and so forth... Are all great ideas for cheat sheets.

You can create a cheat sheet using Word or any content editor. You can also use this online software: [Cheatsheets-editor.com](https://cheatsheets-editor.com/) (<https://cheatsheets-editor.com/>). Don't get too carried away with how to make the cheat sheet, though, because you can do it in MS Word just as well as you can using software like Canva.com.

Make the Cheat Sheet Easy

The main thing is that the cheat sheet should be easy to read, easy to understand, and easy to implement at a glance. Use columns, color codes, and visuals to guide the reader to a fast understanding of the information. You can even look up cheat sheets online to find some examples to use.

Make the Cheat Sheet Valuable

Whatever your niche is, you can create a cheat sheet for each of the tasks the audience needs to do. Whether it's a house cleaning cheat sheet or a marketing cheat sheet, the main thing is to ensure it's something your ideal customer wants to know and needs to know, and that you can compile it on one page in a way that is understandable and implementable at a glance.

Your cheat sheet should be simple to use and fully understandable to your ideal customer. It can be as simple as a list of definitions of acronyms for your niche, and your audience will find it immensely useable and valuable. Just don't overthink it. Get something up there and try it out to see what your customers are interested in.

In our next email, we'll look at reasons why templates make effective list builders.

5. Templates

Subject: Reasons templates make effective list builders

Dear [Name],

A template is essentially like a guide, pattern, or mold of the original. It is expected that someone can use the template to create something that matches the original faster than if they didn't have the template to guide them. Templates make impressive and effective list builders because your audience, like most audiences, want shortcuts to success.

Templates can be made to help control quality, appearance, and make data match across a variety of environments so that the output is more accurate. The main thing is that the overall layout or information provided in the template is to be used to create a process or system.

They Solve a Problem Fast

A template is an excellent way to solve a problem fast. You can create template designs for everything – from landing pages, to how to do the five most basic knitting stitches, to help your child pass an exam. Since it's all on one page, it's easy to use and fast to implement.

They're Easy to Create

A template is not hard to create, no matter the topic it's about. You can easily find examples of templates in every type of software you like to use, from MS Word to MS Excel. When you see examples, it's going to make it easier to choose the data to put into your template freebie.

The File Is Small

Since it's just one page, the template is easy for most people to download even if they're using their smartphones. Most templates are in PDF format, which is a universal format that people can use on their mobile devices or their computers. Since the file doesn't take up much space and is simple to download, you don't need any special software to give away templates.

They Offer High Value

A template is a high-value offer because it solves such an important and singular problem with just a glance. You can probably come up with several template ideas for your audience in your niche, regardless of what type of business you have. Even if you're a VA, you can easily come up with a template that your customers could use to do the work you do. It's okay because they still don't want to do it, but it proves your knowledge.

Templates are the perfect lead magnets because they encompass all the qualities you want in a lead magnet for list building – simple, fast, and effective at solving one particular problem for a specific person. You probably have some templates already that you use that you could perfect and make ready as a list builder right now. What are you waiting for?

Next time, we'll look at using printables as lead magnets.

6. Printables

Subject: Printables make excellent lead magnets

Dear [Name],

A good way to encourage your audience to sign up for your email list is to give them something of value in exchange for their email address, and other information you've

deemed is important for you to have. Here are some ideas for printables that you can give away free to build your list.

- **Checklists** – Mentioned previously, a checklist is just a list with checkboxes so steps aren't missed. For example, you can have a checklist that helps you design a landing page, or a checklist that helps you set up someone's SEO.
- **Lists** – Anything you can put in a list that is useful for your audience to know, from a list of resources, to a list of definitions, to a list of movers and shakers in your niche, are all great ideas.
- **Ultimate guides** – If you've been blogging about a topic for a length of time, you probably already have enough content to turn it into a guide.
- **Workbooks** – If you teach how to do something, it can be translated into a workbook.
- **Worksheets** – Want to help someone learn something? Create a worksheet that leads them through the steps.
- **Coloring pages** – Who doesn't need to color something and burn off steam these days?
- **Wall art** – If you're an artist, you can create printable art that costs you nothing for your customer to use for themselves. If you're a life coach, you can create wall art to help motivate your clients.
- **Journals** – Want your audience to keep a journal in a specific way to meet individual goals you've all set? Create a unique journal for them to follow.
- **Templates** – Mentioned earlier, anytime you've already invented the wheel, showing someone else how with a template is valuable and useful.

You can create these printables designed for your ideal audience, but do gate them. That means that you don't let them have them as a freebie unless visitors provide additional information such as an email address, and first name, or even the size of the business if that is relevant for your needs.

As long as it's something useful for them that they can print and use, it will work.

To create these printables, you can use software that you're accustomed to like MS Word and turn it into a PDF, or you can use software online like Canva.com to make your printables extra attractive without having to hire a graphic designer, using their premade and editable designs.

Plus, you need an opt-in form. You can use your email autoresponder software to create the opt-in form, or you can use landing page software to do it too.

Once you have that connection, your audience will click the printable that they want, and once they click it, they'll get a message to enter their email address. When they do, they'll be taken directly to the page to print.

At the same time, set up the system so that it sends an email to the audience member with a link to the printable in the case they did not get it at that moment. Plus, it helps ensure that your audience is on your list.

Another way to add members to your list is to offer free trials. We'll look at this in the next email.

7. Free trials

Subject: Get more list members with free trials

Dear [Name],

Using free trials as a way to grow your list will work for you if you have something to let people try that doesn't cost you more money as more people try it. Therefore, if you are a service provider that has to physically do the service for the customer, giving a free trial will not pay off for you in the same way as it will for other types of products and services.

However, if you sell software, have a membership website, digital products, or other business that does not cost you more to deliver value to more people, you can offer free trials to get more list members and grow your bottom line.

Free Trials Are Simple

You already have the product or service, so all you have to do is put in the technology that enables a person to use a free trial. That is often found in your shopping cart technology.

Free Trials Increase Customer Satisfaction

Did you know that customers who use a free trial before continuing service tend to be a lot happier and report more customer satisfaction than people who did not get a free trial before signing up? This is great for you because the more happy and satisfied customers you have, the more they'll tell their friends.

Your Risk and Theirs Is Low

When you have the right type of product to promote as a free trial, you don't have any risks involved with it and neither does your customer. The worst that can happen is you end up with a scammer who copies your files and tries to use them as their own. The thing is, this happens even if you only offer paid memberships.

Free Trials Lower Customer Acquisition Costs

Getting customers is expensive, but when you use free trials as your list builder, you end up lowering your cost of getting a new customer. You can show them how well your solutions work without having to do the hard sell, and that is always a good thing.

If you already offer the right type of product or service that a free trial will work for, go ahead and implement the free trial system right now. Set up your shopping cart software and your sales page to enable a free trial, then run a retargeting advertisement to capture website visitors.

In our next email, we'll look at using apps as freebies.

8. Apps

Subject: Apps – the perfect freebie

Dear [Name],

Apps are the perfect freebie because the perception of value is high right now. People see an app as something difficult to design, and so their value rating is going to be much higher than if you did not offer them a free app.

Anytime you can create an app and get your audience to use it, you're winning. Using an app as a gateway to your email list is a win-win solution for you and your customer. Creating an app today is not as hard as you might think either. You can even find private label rights apps that you can use as your own.

Check out Crowdbotics.com to find out more information about creating a white-label app to use as a freebie even if you're not a coder. You can also find people on Fiverr.com who will design your entire app idea for you. Or you can use an app builder such as go.Caspio.com.

To make the right type of app:

- Know your customer
- Know your USP
- Solve a problem

It is that simple. If you know who your customers are, what you can do for them, and the problems that they have which you can solve based on your expertise, you can come up with an app that helps.

Creating an app that works on your customers' mobile devices is a no-brainer today. It adds value to your existing offers as well as helps keep your brand at the top of your customers' minds. Apps can also be for software that you know they use. For example, if you know your audience uses self-hosted WordPress, you can design a plugin to do something you know they need like bulk uploading.

Apps can help you get to know your customer better, help them solve a problem, and give them some insight and knowledge about your expertise in a way that only an app can do. After all, who but a professional and an expert will go through the trouble of creating an app that they give away free to their audience? The good news is that it's not as hard as it seems to create an app to use as a list builder.

Teaching is another great list builder. We'll talk about that next time.

9. Quizzes

Subject: Teaching is a great list builder

Dear [Name],

Your audience is hungry for your information. They believe you when you say something is true. They look to you for the insider information and think of you as a leader in your niche. Because of this, quizzes make excellent lead magnets.

You can set up a lead magnet quiz in a couple of ways:

- Online quizzes and games
- Downloadable worksheets and workbooks

As long as you ask for an email address before they access the quiz or game designed for learning, it's going to be an effective lead magnet. Target their pain, match it to your expertise and go from there.

For an online quiz, you can set it up so that it delivers an answer. For example, let's say your audience member needs to know which level of membership is best for them based on your offer. They can answer several questions and then, based on their answer, you can send them to the right landing page, giving them what they need.

Alternatively, you can set up a workbook or worksheet download that teaches a concept then tests them on the concept old-school style. The online method will likely get more

entries than the paper printable download method, but both are still very effective list building ideas.

This tool on TryInteract.com is made for creating online quizzes that help you generate more leads, further segment your audience, and even drive traffic if you market your quiz. It's simple to use and easy to understand. This works great for any business owner who has multiple levels of products to promote to their ideal audience, and helps them choose while you collect email address information and build your list.

For example, if you are a coach and offer group coaching via a membership site, in-person workshops, and individual online and offline coaching, you can set up the quiz to ask leading questions that help you determine which type of coaching they need most for the problem they have right now.

Since you're designing the quiz, you can make the answers too, thus leading them to whatever you're trying to promote first – such as your membership group coaching site. But since you are an expert, you can ensure that your customers get led to the right products and services that offer them the most value. It's a win-win proposition if there ever was one, because it not only establishes you as an expert in their mind but also demonstrates that expertise by pointing them in the right direction.

Don't miss our last email where we'll look at one of the most popular freebies – discounts!

10. Discounts

Subject: We all like discounts

Dear [Name],

Even though it probably makes you mad that your mobile phone service provider gives discounts to new customers and forgets about you, the truth is that we all like getting discounts as new customers. It's one thing that draws us in, and then due to laziness, we often stick with the service even if we're not that happy with it. It's human nature.

If you understand human nature, you'll want to take advantage of this method of building your list because you can do it without adding anything special to your offers.

All you have to do is set up your shopping cart to deliver a message through a pop-up to tell your website visitor to enter their email address to generate a coupon code. Once they utilize the code to get the discount, you can segment them as a customer. And even before they use the code, they'll be on your list as a lead that you need to develop into a prospect through marketing.

To make discounts work:

- **Make the discount large enough to notice** – You'll want the discount to be enough to make them stand up and take notice of it.
- **Make the discount limited** – Don't let them take the discount forever; give them a limited amount of time to take advantage of the discount or never see it again.
- **Make the discount clear** – Be clear about what the discount is, including what they're going to get for the discount so that there is no misunderstanding. For example, if their card will be charged in 7 days or 30 days, make sure they know it and give them warnings.
- **Deliver the wow** – When you get your new customer in through a discounted offer, blow them away with your professionalism and value so that they are sure the full price is too low for your offer.
- **Cross-promote products and services** – Once you get them on your list, even if they don't keep using your product with the discount they signed up for, they are still list members until they unsubscribe. Cross-promote to them based on their behavior.

Using discounts as a list builder is an effective way to utilize the products and services you already offer to create a list builder fast. It's just a matter of setting up the discount in a way that shows value to the customers you already have, while demonstrating your promise to the newbie too.