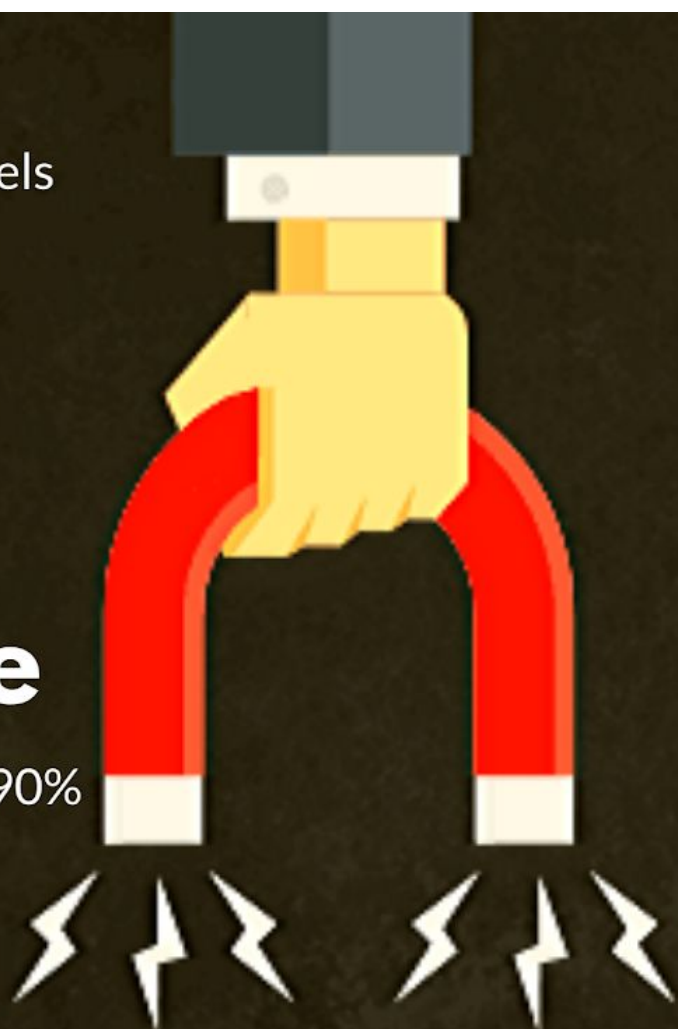


Experiment Growth & OkFunnels

# Lead Magnet MasterGuide

Push your conversion rates to 90%



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# What is a lead magnet?

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Gaining attention on the web can be a real challenge these days, let alone acquiring more customers online.

On average, visitors stay on websites for not more than 15 seconds, and most of them might never return again.

If you've spent significant resources in acquiring traffic, most of it could wound up being wasted if you aren't doing it right.

This is why top marketers often preach the importance of list building. This involves building up an email list of prospects and customers so that you can consistently build value and promote to.

But are you effectively building up your email list? Or are you just offering your audience the opportunity to subscribe to your newsletters?



Why is this bad? Because email is a personal thing. People are not going to give you their email addresses unless they see a real value in doing so. And as marketers, the responsibility is on you to deliver an attractive offer. This is where a lead magnet comes in.

What Is a Lead Magnet? - A lead magnet is an offer that you can promote to prospective customers in exchange for their email address and perhaps other forms of information (such as name and phone numbers).

If you're looking to be successful in acquiring customers online, then you will need to build an email list.

And to effectively build an email list, you will need a lead magnet.

Now, the next question is that What makes a good lead magnet?

- **High Perceived Value:** The reason why most of your audiences won't be attracted to a lead magnet in the form of a free newsletter subscription is that they won't perceive it as valuable. Depending on the type of market you're



in, your lead magnet should be perceived as something highly valuable (or better yet, it should be high in actual value).

- **Instant Gratification:** Your audiences are constantly looking for a solution to their problem immediately. If your lead magnet can fulfill that gap, you will be building an email list in no time.
- **Demonstrates Your Unique Selling Proposition:** When your audience consumes your lead magnet, they should also be more convinced that they should be buying from you, instead of your competitors.

Why Lead Magnets Work - As a digital marketer, one of your goals is to drive more awareness and build trust and credibility. But it can be difficult to measure the success of these efforts.

This is why offering lead magnets are important; they are the perfect connection for prospective customers who have never heard of your brand to give you their email addresses in return for something valuable. Lead magnets can also help to qualify prospective customers by asking a small commitment from them, especially if you get them to fill up a form which would require more than just their email address.



# 11 Lead Magnet Ideas to Try

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## 1. The Mini Ebook

The mini ebook is perfect when you have a series of blog posts about a related subject. For example, if you were running an online pet store, you might pick out the following five posts from your blog to combine into an ebook:

- The 5 pieces of equipment that every puppy needs

- The ultimate guide to housetraining a puppy

- The first 6 months: what you can expect from your new puppy

- The puppy nutrition guide: what your dog should and shouldn't eat

- The 7 things you should never do when training a puppy



These posts could be logically compiled into an ebook entitled "The Puppy Planner: Everything you need to know to prepare for your first puppy."

This type of ebook is effective because you're making the lives of your website visitors easier -- which should be the goal of any lead magnet you create.

Rather than asking them to find all this content one article at a time, you're packing it up into a convenient bundle that they can keep and refer back to.

The most successful lead magnets offer an irresistible and instant reward to your visitors, and the mini ebook checks off that box.





## 2. The Ultimate Guide

If you're in an industry that is already well established, it can be hard to come up with original content. Sometimes other people have covered a subject in such detail that it's almost impossible to add extra value. In this situation, I'd recommend producing an Ultimate Guide.

An Ultimate Guide is a comprehensive collection of the best articles about a particular subject. The main difference between this and a mini ebook? You're not recycling posts from your own blog; you're linking directly to other sites. It's important that you don't copy and paste someone else's content into your guide, but rather include a link back to the original article.



### 3. The Bonus Pack

Offering additional content that is not included in the original blog post is the perfect way to reward readers who opt-in. If you have an article titled "The 5 Pieces of Equipment That Every Puppy Needs," you could offer readers an exclusive PDF with a few more pieces of equipment that may have come on the market since the original post was published.

In his article, "[How to go from one Facebook ad to \\$197 in less than 60 seconds](#)," blogger Bryan Harris took this one step further and combined a PDF version of the article along with 5 links that weren't in the original post -- people only received these bonuses when they subscribed.

*Download: The the step-by-step checklist and installation instructions for this Formula in the bonus section. ([Access here](#))*

This lead magnet was so successful, 42% of the people who saw it opted-in to receive the Bonus Pack. Imagine the leads you would have if almost half



the people who visited your website gave you their email address.

## 4. The Resource Guide

If you've already written a strategic blog post, consider offering a Resource Guide as a lead magnet. A Resource Guide is a collection of things that help people achieve results.

Dean used this strategy in his post, ["SEO Tools: The Complete List."](#) He offered a free download that detailed the 153 tools featured in his post -- the perfect resource for a reader to keep and refer to whenever they need.



## 5 Lead Magnet Tools for Better Results

These are the 5 tools that you need if you're serious about generating new leads or growing your email list.

### Beacon ([www.beacon.by](http://www.beacon.by))

Create a lead magnet in less than 90 seconds with Beacon. Instantly recycle content from your blog and choose from dozens of professionally designed, customizable templates.

### Leadin ([www.leadin.com](http://www.leadin.com))

Leadin is a free WordPress plugin that allows you to not only offer your lead magnet in a wide variety of behaviour based pop-ups but you can also chart the path that a visitor took before downloading.

### HubSpot ([www.hubspot.com](http://www.hubspot.com))

If you need to create a landing page for your lead magnet then HubSpot's page builder tools are perfect.

### Drip ([www.getdrip.com](http://www.getdrip.com))

The Resource Guide could be as simple as list of five books or apps that you recommend. Since it's easier to buy a tool to get results than it is to actually implement a strategy, your readers will love this. What resources could you recommend to a potential customer that would help them to achieve better results?



## 5. The Checklist

Instructional blog posts are just waiting to be turned into Checklists -- and they couldn't be easier to create. Just take your blog post and simplify it into a series of bullet points. Next, remove any points that don't contain actionable advice. Split the list into several numbered steps to make the outcome more achievable.

Bonus points if you offer the Checklist in a printable format so people can physically tick-off each item on the list as they complete it. This sense of achievement is a great feeling that people will attribute back to your business.



THE ULTIMATE WEBINAR  
*Checklist*

Don't miss any steps on your next webinar production! Use this checklist to make sure you don't miss any steps, and create a webinar with lots of value.

**1. PRE-WEBINAR. 8 WEEKS PRIOR**

- Pick a date.
- Determine the topic. *(It is best to pick a topic your audience is actively looking for more information on.)*
- Select speakers and host. (It is ideal to have at least one host, and one additional person helping with webinar logistics.)
- Set goal. (Ex: lead generation, registrations, new audience, etc)

**2. PRE-WEBINAR. 5 WEEKS PRIOR**

- Create registration page. Things to include:
  - Title
  - Description & hashtag
  - Form
  - Date/Time
  - Sign-in information
  - Speaker bios and headshots
- Select webinar platform to host webinar on. (Either link directly to webinar platform once people sign up on registration page, or email them with sign-in details before the webinar)

**3. PRE-WEBINAR. 3 WEEKS PRIOR**

- Create outline of webinar topic
- Create first draft of webinar deck (Check out webinar best practices)
- Promote webinar. Some ideal promotion channels include: social media, social advertising, blog posts, email to current database, and PR. (Promotion should continue until webinar)

**4. PRE-WEBINAR. 2 WEEKS PRIOR**

- Upload webinar deck into webinar platform

**5. PRE-WEBINAR. 1 WEEK PRIOR**

- Dry Run of webinar. Test audio, visual, and slide progression.

**6. PRE-WEBINAR. 3 DAYS PRIOR**

- Send reminder email to all registrants. Include sign-in information and webinar hashtag.



## 6. The Workbook

The Workbook is an incredibly effective lead magnet, especially for service businesses. In its simplest form, a Workbook is a download-and-complete resource that helps people to apply the principles of your blog post to their own business.

Neil Patel offers this highly practical Workbook for writing blog posts that rank in Google. It includes exercises like planning your blog post structure and experimenting with different introductions.



---

### Step #1: Follow this blog post structure

Every time you write a blog post, I suggest using the following format to structure your posts initially. Once you prepare the layout of the entire post, now it become much easier to expand on those ideas.

Your Headline	
Image URL	
Introduction	
Your Main Points	

Patel's example is brilliantly simple in its execution. He keeps the design to a minimum so people won't worry about their ink running out when printing and he has left plenty of room for people to write their answers.





The goal of a Workbook is to have the participant learn by doing. As the teacher in this scenario, you're positioning your business as an expert on the subject matter at hand.

With that in mind, you'll want to choose the exercises included in your Workbook carefully. Tease information out of the participant gradually, so that at the end of the Workbook they can combine their short answers into a comprehensive piece of work. In Patel's case, the participant would've had a complete blog post written by the time they finished.

A Workbook is the perfect stepping stone to your premium products or services, so be sure to include a strong call to action at the end that clearly tells the participant how you can help them to apply their new found knowledge.

Is there a particular subject that you could help you audience understand more clearly with a Workbook?



## 7. The Case Study

Case studies depend on very specific types of content, but the successes they reveal can move a customer to take action.

If you have a blog post or interview clip that spotlights a real customer you've worked with, package this content into a written case study that expands on the need the client came in with and the metrics of their success. Then, gate this case study behind a form that website visitors can fill out with their name and email address to access the study. Keep in mind you'll need permission and approval from the client on which you'd like to create a case study. Once you receive this approval, however, its a perfect lead magnet to host on content that tells your readers about a success your customer had under your guidance.



## 8. The Secret

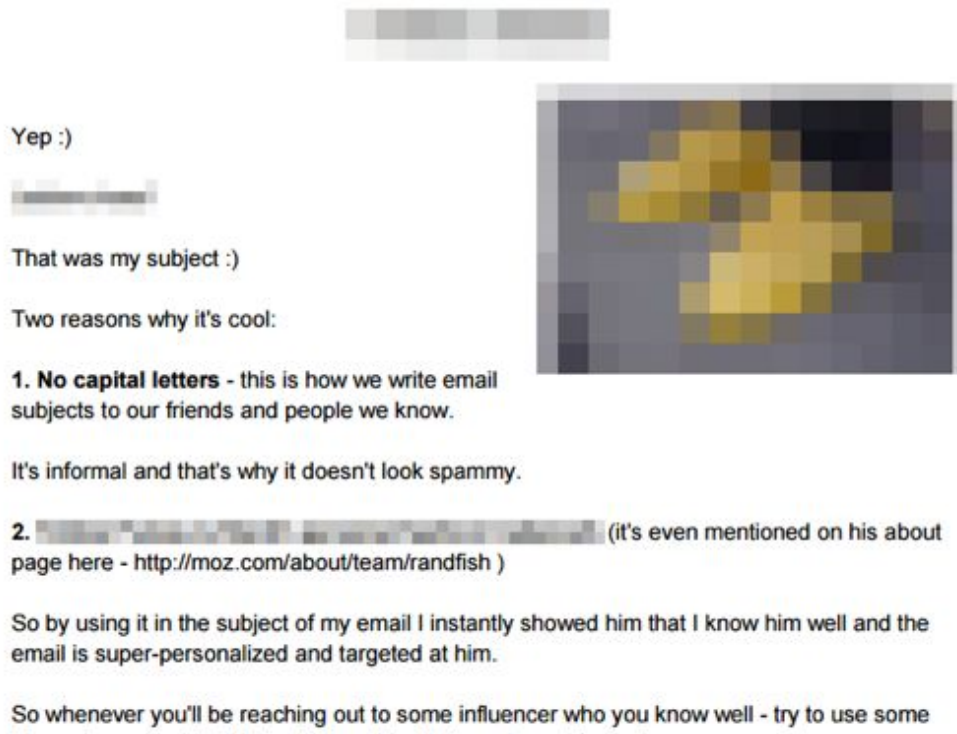
One of the best lead magnets I've ever seen was produced by Tim Soulo. It was so effective that I immediately opted-in without thinking twice. Suolo had written a blog post about sending an outreach email to well known blogger Rand Fishkin. His call-to-action was the following:

★ Want to know which email subject I've used to get Rand's attention? :)  
[Click here to get it \(along with my comments\)](#)

This call-to-action was pitch perfect because it got me curious. I just had to know what the email subject was. I also knew that it would be a relatively short read so I wouldn't have to commit to a lengthy ebook



- lazy, I know, but that's human nature sometimes.



Suolo's lead magnet is just one page and was made using a standard word processor. There was no point in spending time or money on the design in this case because the secret is the only thing that matters.



I blurred out the tell-tale image and text in the above screenshot -- if you want to know Suolo's secret, you'll just have to download the lead magnet! Do you have any behind-the-scenes insights to a blog post that are compelling enough to offer as a downloadable secret?



## 9. Webinar

Webinars don't have to be long, collaborative presentations with multiple colleagues or partners. If you've got a blog post that merely touches on a subject you're an expert in, use this blog post as a springboard into a live talk hosted by you and a coworker.

If you've written an article about Europe's recent General Data Protection Regulation (GDPR), for example, convert this article into a Prezi or PowerPoint. Present this document through a live video conferencing platform, using helpful visuals and, of course, your own voice to provide insight that listeners wouldn't have gotten from just the blog post.

What makes this a lead magnet? You'll invite people to listen using their email address, and even solicit questions that allow you to score those who speak up during the webinar as potentially more qualified leads to follow up with after the webinar ends.

Make sure you're clear on the date of the webinar when promoting it through your CTA, and feel free to



host it more than once if initial turnouts don't yield the best attendance.

## 10. The Cheat Sheet

If your blog post covers a complicated topic, it might be a good idea to offer readers a one-page sheet that they can refer back to when they need to refresh their memory. This could be a glossary of terms or just a brief summary of some key points.

This type of download-and-keep resource takes the pressure off readers so they don't have to memorize or implement your strategy immediately. It does compel readers to opt-in to your list though which is the ultimate aim.

In this example, Jay Acunzo offers a Visual Cheat-Sheet for Editing to Help You Move Faster. The goal here is to help his readers to edit their work while still moving quickly through the process. A Cheat Sheet is the perfect resource here because the compact format means that people can quickly glance at it while they are going through the edit process. It really is a complementary tool for an existing process.



<b>Tier 1: Mission Critical</b> <small>(The entire purpose of our company creating content. Never, ever skip.)</small>	<b>Tier 2: Important</b> <small>(Skipping won't contradict your strategy but could hurt results or public perception.)</small>	<b>Tier 3: Ideal</b> <small>(Skipping this is okay if pressed for time, but it may be harder to stand out.)</small>
Grammar, spelling, and facts are all correct and checked.	There is a clearly-stated thesis with fact-based research, logical opinions, or true stories supporting it.	The argument/thesis is considered from all angles and defends/supports each, appropriate to our mission (i.e. This isn't blind bias and can't be easily refuted)
Our "one simple story" comes through overtly or implicitly (i.e. our unique angle is present).	The POV (i.e. 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> person) and tense are consistent throughout.	It's creatively written/designed/constructed. Competitors can't easily copy this piece without significant work.
Content is helpful for our persona, not simply an interesting thought exercise or ego-driven piece for us.	Subheaders are used to break up blocks of text and are descriptive and actionable.	It holds attention throughout, and could trigger an action or emotional reaction in doing so.
Hyperlinks, images, videos, and other embedded media function properly.	The piece references and links to past content created by the company to extend its life, aid search rank, and point readers to more of our content.	It's packaged in a unique format beyond the tried-and-true mediums. (Note: This is rare)
Mentions of our product and company are clearly marked and feel natural. No sneak selling is present.	Sources and examples are clearly cited using the primary work (and no Wikipedia).	Branding and style is consistent with all other marketing touchpoints for the company.
The piece will directly drive results for our main goal. If not, it assists by driving traffic to something that more directly hits our goal.	All "nepotism" has been disclosed (e.g. "Disclosure: X is our customer/board member/investor/in-house masseuse, etc.")	Multimedia is incorporated in ways that add value, not just take up space (e.g. charts/graphs, video, icons, etc.)
A call-to-action in, around, or below the content ties this to our marketing funnel and main goal.	The headline is optimized to attract clicks and get shares, while not over-selling what's inside the actual work.	The piece offers original learning/entertainment found nowhere else, even if the content was curated.





# 11. The Guestbook

Guest blogging is a terrific backlink strategy, but those who use it typically agree to not republish that particular post on their own blog. This is fairly common, as Google punishes sites that duplicate content onto two publications -- it's in nobody's interest to do so.

What you can do, though, is compile all these guest posts into a book format. Since the content will be gated behind a lead capture form, there is no risk of Google flagging it as duplicate content and you get to squeeze a little bit of extra value from that content you worked so hard on.

There you have it, nine ways to recycle your existing content into lead generating assets. You already have the blog content -- all you have to do is implement lead magnets and an email campaign that gets them into your contact database.



## The Ultimate Lead Magnet Template Pack

Get access to 36 fully customizable eBooks, Checklists & Resource Guides ready for you to use in your campaigns today.

[DOWNLOAD NOW](#)



# Discover the best Lead Magnet For Your OkFunnels Page

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In the previous chapter you learned about different kinds of lead magnets you can use to incentivise your visitors to sign up for your list.. Now in this section we will learn about how to discover and test the best lead magnet for your OkFunnels Lead page...

This section also contains a small exercise towards the end which will help you figure out the highest converting lead magnet for your okfunnels page and as well as for your Business...

When I started out, we didn't have lead page building software like OkFunnels and because of which my full energy was focused towards making lead pages. I used to spend about 14k to build a single lead page and then test it to find its conversion rates.. For some pages, my conversion rates were between 50-65% but for others they ranged between 20-50%... Which



was ok at that time since my clients were satisfied with the results. But later, I thought that it would be awesome if I could push conversion rates of all my pages from 20-50% to upto 90%... I mean, that is something every marketer and business owner dreams about... Also, that way I could easily overperform my expectations and over deliver to my clients...

Now, let's get back to when I started out... In 2013, I was working with my friend trying to sell real estate properties in Mumbai... I was helping him with generating leads using Facebook ads, However - when I took up this project I knew this was going to be a tough one because Real Estate is a hyper competitive niche and a potential customer is not always ready to buy the property...

At the same time, all the information was readily available on the internet, so why would someone drop their email address and phone number on our lead page?



This was a nightmare for me, especially because my job was to fill in the sales pipeline with high quality leads...

I was really frustrated with the situation and I knew there was something that I was missing... One night I just couldn't sleep as we were running out of the marketing budget and the conversion rate was steady around 18%...

That early morning, I went on a walk (I generally prefer to go on a walk when I am disturbed and not able to find a solution to my problems)... I stopped at a tea stall outside of our society, and ordered tea...

Sometime later a kid walks in the tea stall and starts staring at me... He asked me if I would like to see magic... I said yes, bring it on!!

He asked me to pull out a 10 rupee note from my wallet and give it to him for his trick... also, he convinced me that if the trick blows my mind, I will



have to let him keep the 10 rupee note... I agreed again...

He folds the note and places it on the right hand, then starts covering it with the left hand... and BOOM! The note disappeared from my vision... I was amazed... so was the tea seller... then the kid put another twist and asked me if he took out that 10 rupee note from the most unexpected place, I will have to give him 50 more rupees... I agreed, he asked me to check my right pocket for the note.... I gently put my hand in the right pocket and to my surprise the same 10 rupee note was in there... The kid just smiled as he was able to successfully take out a total of 60 rupees from my bank account... wow!

At that point, I had this Eureka moment.. I was like, this guy could have directly asked me 60 rupee first and then could have shown the magic... in that case I would not have really agreed for the deal... but since the guy provided value first before actually asking for the money... he got the money with zero friction... He won!

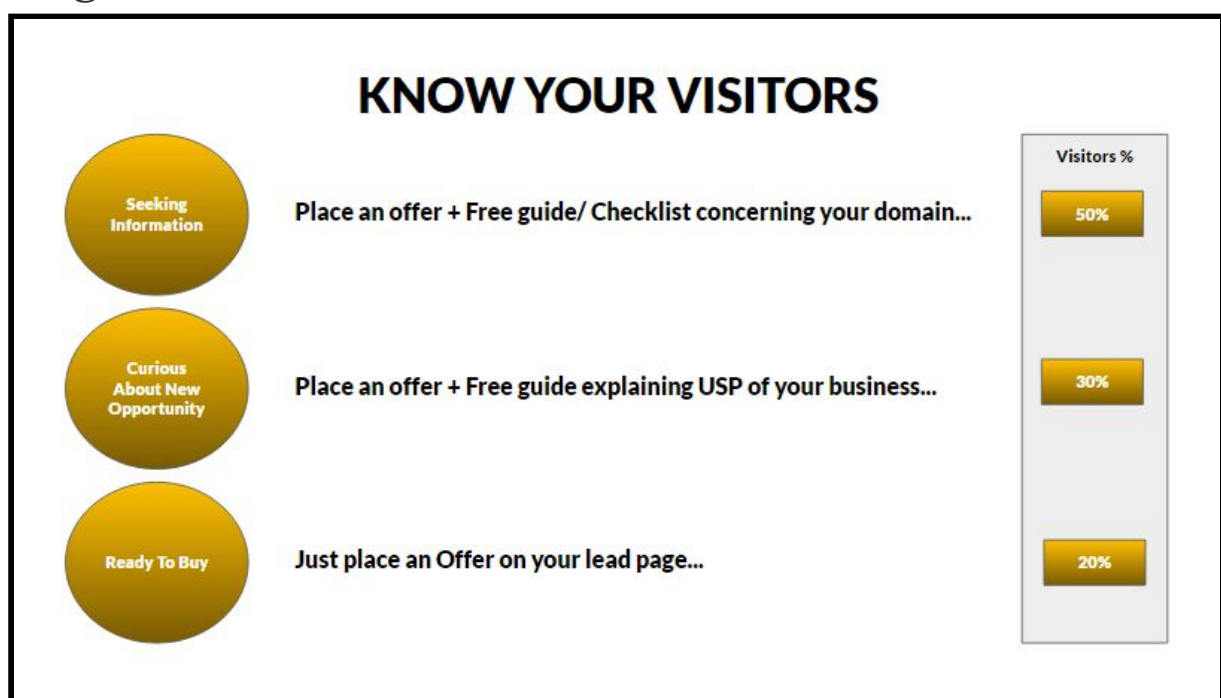


After this incident, I went back to the drawing board and added a free guide “Top 10 Hottest Real Estate Properties In Dombivali..” to the real estate lead page - and I was able to push my conversion rates to 90% from steady 18%... Then I added irresistible offers(lead magnets) to all my leadpages, I gave away free guides, checklists, vouchers, bonus packs etc. - but here was the game plan, in order to grab these irresistible offers, visitors had to drop in their email addresses, phone numbers or other information so that we can contact them back again for the consultation call... That way, I was incentivizing visitors to drop in email addresses or other information the moment they dropped onto my lead pages by providing a free guide that could help them understand more about what they were looking for in the first place. From that point onwards, I am committed to the philosophy of giving away free value before making a sale... It just clears away all the friction from the potential customer’s mind...



# Know your visitors

This is by far the most important topic that you will go through this book... If you don't know what kind of visitors will be visiting your pages, you won't be able to write the best sales/marketing copy for your lead page and you won't be able to get the perfect lead magnet...



I have categorised three type of common visitor persona on my leadpages:

1. Information Seeker - These are the visitors who are still not sure whether they will actually end



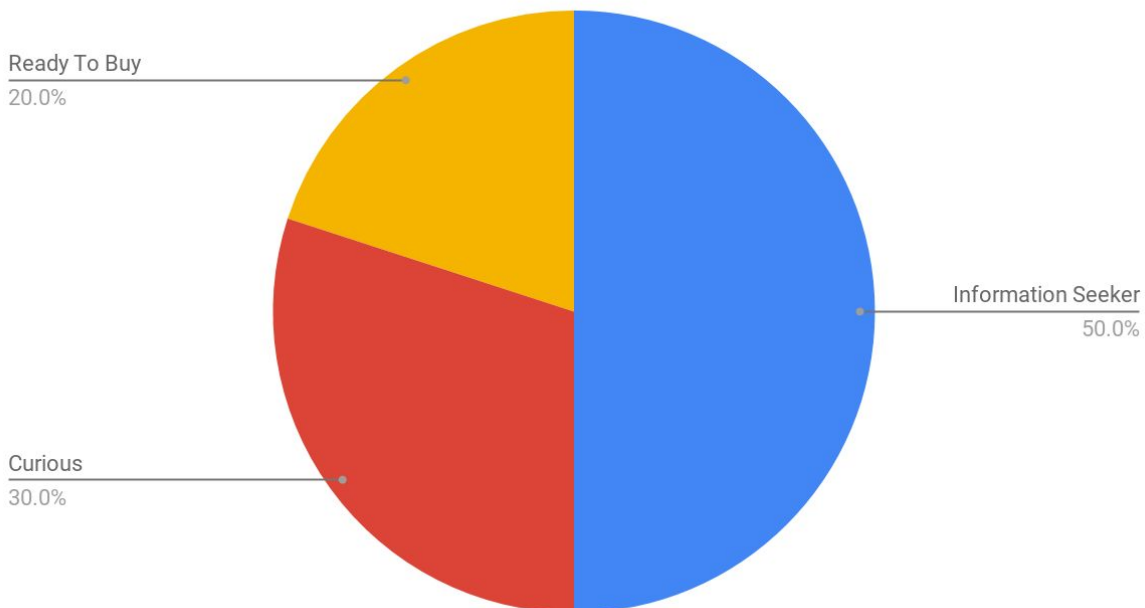


up buying the product or services, or are somewhat sure about it but haven't still made a decision... But they are actively looking for the solution to their pain point...

2. Curious - These are the visitors who are excited about the new opportunity presented to them, but have not yet evaluated the solution or the vendor... they are here for statistics...
3. Ready to Buy - These are the real buyers who will end up buying your product or service, once you provide them a great offer...

Now, the interesting point to notice is the percentage distribution of these three:

Points scored



30% of visitors are there just because they are curious about the solution you are offering to their pain points... They want to understand if this is the right solution for their pain points or not...

50% of visitors are there not to buy your product or services, they are there to evaluate the solution to their pain points... They know and are aware about the kind of solutions to their pain points, but they want more information on how you can provide that solution and how effective you are...

20% of visitors are there to buy for real, they have been through the above two phases and are looking for a great offer...

## Buyer's Persona

Buyer personas help you understand your customers (and prospective customers) better. This makes it easier for you to tailor your content, messaging, product development, and services to the specific needs, behaviors, and concerns of different groups. In



other words, you may know your target buyers are caregivers, but do you know what their specific needs and interests are? What is the typical background of your ideal buyer? In order to get a full understanding of what makes your best customers tick, it's critical to develop detailed personas for your business.

The strongest buyer personas are based on market research as well as insights you gather from your actual customer base (through surveys, interviews, etc.). Depending on your business, you could have as few as one or two personas, or as many as 10 or 20. But if you're new to personas, start small! You can always develop more personas later if needed.

At the most basic level, developing personas allows you to create content and messaging that appeals to your target audience. It also enables you to target or personalize your marketing for different segments of your audience. For example, instead of sending the same lead nurturing emails to everyone in your database, you can segment by buyer persona and tailor your messaging according to what you know about those different personas.



Furthermore, when combined with lifecycle stage (i.e. how far along someone is in your sales cycle), buyer personas also allow you to map out and create highly targeted content. You can learn more about how to do that by downloading our Content Mapping Template.

And if you take the time to also create negative personas, you'll have the added advantage of being able to segment out the "bad apples" from the rest of your contacts, which can help you achieve a lower cost-per-lead and cost-per-customer -- and see higher sales productivity.

Now, are you ready to start creating your buyer personas?

### ***How to Create Buyer Personas***

Buyer personas can be created through research, surveys, and interviews of your target audience. That includes a mix of customers, prospects, and those outside your contacts database who might align with your target audience.

Here are some practical methods for gathering the information you need to develop personas:



Look through your contacts database to uncover trends about how certain leads or customers find and consume your content.

When creating forms to use on your website, use form fields that capture important persona information. For example, if all of your personas vary based on company size, ask each lead for information about company size on your forms. Take into consideration your sales team's feedback on the leads they're interacting with most. What generalizations can they make about the different types of customers you serve best?

Interview customers and prospects, either in person or over the phone, to discover what they like about your product or service. This is one of the most important steps, so let's discuss it in greater detail ...



# Create Lead Magnet For Your Lead Pages

You can always tell when a marketer didn't put much thought or effort into their Lead Magnet. They may target anyone with a pulse or their presentation overall may be lacking.

To be effective, your Lead Magnet needs to have a purpose. That all starts with who your Lead Magnet is serving.

## Step 1 – Choose Your Buyer Persona

The biggest mistake marketers make with their Lead Magnets is trying to attract too many people. You want to do the exact opposite.

Your Lead Magnet needs to be ultra-specific to the people you want it to attract. If your Lead Magnet



isn't relevant to the wants and needs of your buyer persona, they aren't going to download it. Most companies have multiple buyer personas, but each Lead Magnet should only target one of them. Don't worry about deciding which buyer persona is the perfect one to start with – eventually you should have Lead Magnets for ALL of them, so pick the one that you can provide the most value to now and move on to the next step.



# Step 2 – Identify Your Value

## Proposition

Once you've decided which prospects you want to target, you have to give them a compelling reason to download your Lead Magnet. The amount of leads your Lead Magnet generates for you will be directly tied to the promise you make to those prospective leads.

The best value propositions are something that your buyer persona already needs, requiring less convincing on your part. Instead of trying to create something you think they could want, figure out what they already need and deliver that.

In this case, bigger isn't better. Don't try to write a massive eBook or create a 30-day email course. Think ultra-specific!

Find a common problem that your buyer persona faces and provide a quick solution to that problem. The quicker you can get them results, the better. The Lead Magnet examples later in this chapter to get an idea of how specific we're talking here.





# Step 3 – Give Your Lead Magnet a Name

Now that you know what you're offering and to whom, giving your Lead Magnet a name will be easy. Your title is essentially a headline for your value proposition that appeals to your buyer persona. Similar to crafting an eye-catching headline for a marketing email or blog post, the title of your Lead Magnet is bound to make a drastic difference in its conversion rate.

**Important** - If you're new to writing headlines, here are five basic strategies for writing irresistible headlines.

To ensure that you never find yourself in a similar situation, we've defined 5 headline writing strategies designed to grab attention, invite clicks, and move people to the next sentence (and the sentence after that, and the one after that, and..okay, let's get started.)



## 1. Use intriguing adjectives

Quick, which titles sound more appealing?

- 5 Valuable Tips for Writing Better Emails vs. 5 Proven Strategies for Writing Irresistible Email Copy
- 25 Interesting Statistics on Lead Generation vs. 25 Mind-Altering Statistics That Will Change the Way You Generate Leads
- 7 Bad Landing Page Practices to Avoid vs. 7 Alarming Landing Page Mistakes That Are Crippling Your Conversions

Noticing a trend here?

Adjectives like valuable, interesting, and bad are simply underwhelming. Having been used and reused in countless headlines already, they've seemingly lost their appeal, and as a result, they blend in.

To avoid vanilla headlines, try replacing an ordinary adjective with one of these:

- Irresistible
- Mind-altering
- Sensational
- Stinky
- Tremendous



- Astounding
- Outrageous
- Treasured
- Flavorless
- Captivating
- Unthinkable
- Shocking
- Dreadful
- Startling
- Stale
- Outstanding
- Supercalifragilisticexpialidocious (too much???)

## **2. Focus on the ultra-specific**

We've found that too often businesses try to cast a wide net with their titles to attract a large audience, however, bigger isn't always better.

“Specificity increases credibility because specific details are simply more believable than broad assertions,” urges Copyblogger's Brian Clark.

To better demonstrate the power of specificity, check out these comparisons:



- How to Write Better Blog Posts vs. [How We Increased Conversions on Our Blog Posts by 78%](#)
- How Clothes Influence Profitability vs. [How Spending \\$162,301.42 on Clothes Made Me \\$692,500](#)
- 5 Tips for Generating Blog Subscribers vs. [How to Get Your First 100 Email Subscribers](#)

As you can see, narrowing the focus of your headline can do a great deal in terms of creating a unique level of interest. To validate this approach, we turned up some research from [Marketing Experiments](#) on optimizing blog titles where they tested the following headlines for an online dental site:

- (Control)
- Dental Plans for \$8.33 a month. Acceptance Guaranteed.
- Over 55,000 Dental Care Providers. Acceptance Guaranteed.
- Dental Care Coverage. Best Price Guaranteed.
- Low Cost Dental Care for the Uninsured.



- Best Price Dental Care – Without Insurance.

According to the results, headlines 2 and 3 generated the highest increase in conversions (72.76% and 26.41%), while the remainder of the headlines actually resulted in a decrease in conversions against the control.

Interestingly enough, both headlines 2 and 3 contained ultra-specific numbers.

Coincidence?

We think not.

### **3. Address a "common enemy"**

Certainly the goal of your blog isn't to badmouth people, however, theorists Georg Simmel and Lewis Coser insist that there are benefits that come with defining a "common enemy."



Through their exploration of the concept, they found that often times the creation of a shared opponent helps to create a sense of unity. (Source: [Beloved Enemies: Our Need for Opponents](#))

To leverage this notion that people seek a sense of coherence and mutuality, consider the benefits of positioning your blog title to address a shared enemy. To clarify, check out these examples:

## 5 Secrets Your Contractor Doesn't Want You to Know

By: [Oliver Marks](#) 9 Comments

Tagged in: [Home Improvement](#) [Planning Your Remodel](#) [Contracting](#)

You think of your contractor as an ally and partner — but he's a primarily a businessman who may not reveal all. Here's how to level the playing field.

10 THINGS [GET EMAIL ALERTS](#)

## 10 things McDonald's won't tell you

Published: Mar 8, 2015 8:34 a.m. ET

[f 920](#) [t 161](#) [in 61](#) [g+](#) [✉](#) [💬 141](#)

Aa



8 LIES YOUR DOCTOR TELLS YOU

# 8 Lies Your Doctor Tells You

Be wary of these phrases at your next appointment

BY RACHAEL SCHULTZ, JANUARY 22, 2014

IMAGE FROM THINKSTOCK

## 4. Make a bold proclamation

When it comes to creating attention-grabbing headlines, don't be afraid to stir the pot, as people are drawn to headlines that disrupt conventional wisdom. To be clear, this doesn't mean whipping up a "Why \_\_\_\_\_ is Dead" post.

A quick search of "Why Content Marketing is Dead" reveals that this approach has already been covered by everyone (and their mother):



## Content Marketing Is Dead - hypebot

[hypebot.com/hypebot/2014/10/content-marketing-is-dead.html](http://hypebot.com/hypebot/2014/10/content-marketing-is-dead.html) ▼

Oct 31, 2014 - **Content marketing is dead**. or perhaps I should say, it makes me feel dead. whether you realize or not, it probably makes you feel quite empty ...

## Content Marketing Is Dead (But There's Always This)... | Six ...

[www.twistimage.com/.../content-mar...](http://www.twistimage.com/.../content-mar...) ▼ Twist Image Multimarketing Studio ▼

Dec 23, 2014 - **Content Marketing is dead**. Right? That didn't take long. I've been reading this notion of "too much content and not enough value" a lot lately.

## Content Marketing Is Obviously Not Dead but These 4 ...

[www.inc.com/.../content-marketing-is-obviously-not-dead-but-these-...](http://www.inc.com/.../content-marketing-is-obviously-not-dead-but-these-...) ▼ Inc. ▼

Oct 17, 2014 - Boredom has struck much of the **content marketing** world. There are only so many posts we can take telling us to make.

## Content marketing is dead - or is it? - i-SCOOP

[www.i-scoop.eu/content-marketing-dead/](http://www.i-scoop.eu/content-marketing-dead/) ▼

Content marketing is so popular that many have forgotten - or never knew - what it's really about. Is **content marketing dead**? Already?

## WATCH: Content Marketing is Dead. What's next? | Shawn ...

[www.huffingtonpost.com/.../watch-content-marketin...](http://www.huffingtonpost.com/.../watch-content-marketin...) ▼ The Huffington Post ▼

Mar 13, 2014 - It's amazing how quickly **content marketing** turned into **content mania**, isn't it? The rise of digital technology put **marketers** in a bind. No longer a ...

## Content Marketing is Dead: Mathematical Proof | Digital ...

[digitalintelligencetoday.com/content-marketing-is-dead-mathematical-pr...](http://digitalintelligencetoday.com/content-marketing-is-dead-mathematical-pr...) ▼

Jan 20, 2014 - Simple mathematics tells us that **content marketing is dead**. Why? Well given that the volume of content on the Web is growing exponentially, ...

## Content Shock: Why content marketing is not a sustainable ...

[www.businessesgrow.com/2014/01/06/content-shock/](http://www.businessesgrow.com/2014/01/06/content-shock/) ▼

Jan 6, 2014 - But in the world of content marketing, the prices cannot fall because the "price" ..... The first "**Content marketing is dead**" post has been written.

## Content Marketing: Dead Already?

[contentmarketinginstitute.com/2014/01/content-marketing-dead-already/](http://contentmarketinginstitute.com/2014/01/content-marketing-dead-already/) ▼

Jan 11, 2014 - In this week's edition of This Old Marketing, Robert and Joe discuss a "**content marketing is dead**" post, and a big announcement about Kevin ...





..nothing groundbreaking to see here.

If you're looking to draw attention to your content, you'll want to hone in on a controversial topic that people aren't already talking about. In other words, find something unique to say and be the first to say it. And when you do, be sure to tune into the conversation that follows to spark even more ideas.

## **5. Put a number on it**

Okay, so you've probably heard this one a million times, but do you know why it works?  
It all comes down to expectation setting.

When you put a number in front of a post (e.g. [5 Outdated Design Trends That Are Plaguing Your Website](#)) the reader knows exactly what they are going to get out of it.

In this case, readers know before they even begin reading that they are going to learn about five outdated design trends. Not three. Not four and a half. Five.



This type of exactness plays into our psychological need for certainty. [The Psychology of Waiting in Lines](#) reveals that "the most profound source of anxiety in waiting is how long the wait will be." For this reason, people tend to be less annoyed waiting in situations where the time is both known and finite, as opposed to uncertain.

So when we tie this concept back to the function of a number in a blog title, it's easy to understand why people are drawn to list-style posts that set the expectation up front.



# Step 4 – Choose What Type of Lead Magnet You Will Offer

By now, you probably have a good idea of what type of Lead Magnet you are going to offer. However, you often have several options to choose from that could effectively deliver your value proposition.

Here are some things to keep in mind and to help you decide: Keep it simple – An overly-complicated Lead Magnet defeats the purpose. If no one knows what you're saying, they won't be able to appreciate it. Keep it simple, concise, and packed with value.

Focus on your strengths – Are you a great writer? An eBook will probably be your best format. Not so great at writing, but comfortable on camera? Go with video, instead. Prioritize rapid consumption – You want to solve your buyer persona's problem as quickly as possible. This gives them a quick win (which you did promise) and moves them down your funnel quicker. Choose a format that allows fast delivery and consumption.



# Create Your Lead Magnet In Just 10 Minutes

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Alright, so now you know different kinds of lead magnets, buyer's persona and the ultimate way to discover the best lead magnet for you.. It's time to build your lead magnet in just 10 minutes...

Tools required:

1. SEMrush / keywordtool.io
2. Google Docs
3. Canva.com

Step Number 1: Research what your prospect customers are looking for on google... This is the best way to understand what they are looking for online and what they might be interested in when to visit your lead page...

1. Go to keywordtool.io
2. Put your buyer's persona's expected query(random guesses)




3. Mark out some relevant searches

4. Check the results...

This way, you don't have to do guess work, you'll have all the questions they are looking online...

Here's what my buyer's persona of SMS Marketing software prospect would search for on google:

<input type="checkbox"/> ▼ Keywords ?	Search Volume ?	Tre
<input type="checkbox"/> sms marketing <b>software</b>		
<input type="checkbox"/> sms marketing <b>services</b>	320	
<input type="checkbox"/> sms marketing <b>tools</b>		
<input type="checkbox"/> sms marketing <b>company</b>		
<input type="checkbox"/> sms marketing <b>examples</b>		
<input type="checkbox"/> sms marketing <b>services india</b>		
<input type="checkbox"/> <b>sms marketing advantages</b>		
<input type="checkbox"/> <b>sms marketing and automation</b> by smsbump		
<input type="checkbox"/> sms marketing <b>automation</b>		
<input type="checkbox"/> sms marketing <b>analytics</b>		
<input type="checkbox"/> <b>sms marketing advantages and disadvantages</b>		
<input type="checkbox"/> sms marketing <b>agency</b>		
<input type="checkbox"/> sms marketing <b>android app</b>		
<input type="checkbox"/> sms marketing <b>api</b>		
<input type="checkbox"/> <b>how to make a sms marketing campaign</b>		

Do You  
Keyword Tool Pro  
Englis



Now, I know that my prospect customers are searching for queries like:

1. SMS Marketing Advantages
2. SMS Marketing and Automation
3. SMS Marketing Advantages and disadvantages
4. How to make a sms marketing campaign
5. SMS Marketing services in India
6. SMS Marketing Examples
7. SMS Marketing Tools etc.

Now, once I know their common questions around SMS marketing, I know what they are looking for when they do a google search... This is pretty much what I am looking for when drafting a lead magnet... By analyzing above queries, I can be sure that any of the following lead magnets would do amazing:

- SMS Marketing Advantages In 2020
- Top 10 SMS marketing softwares
- Top 10 SMS Marketing Advantages over Emails
- Best SMS Marketing Service Provider in India
- Secret SMS Marketing Tools 2020
- How SMS Marketing Increased My Revenue by 60%

And once you've analyzed the lead magnet and its headline.. You'll need to just google search and compile its contents...



Once you've done that, you simply need to go and start forming the lead magnet in google docs tool by going to

1. Drive.google.com
2. Create new google doc.
3. Start pasting the content
4. Make necessary changes to the content like formatting...
5. Go to Canva.com and make your free cover for your lead magnet...
6. Add that cover to the google doc.
7. Export the doc. As a PDF...

That's it... your new lead magnet is ready to be added to your okfunnels leadpages...

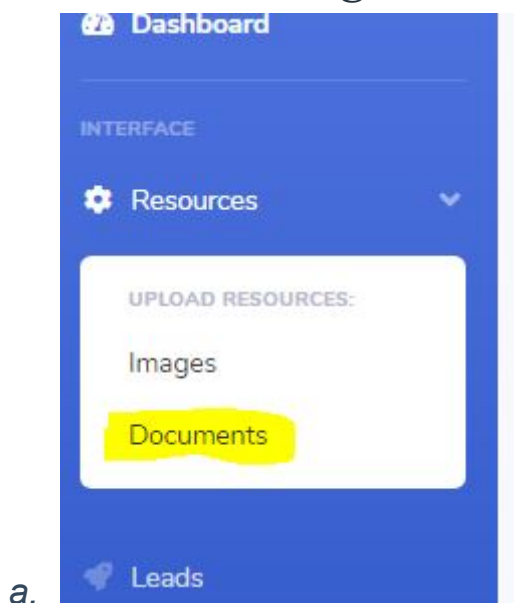


# Add Your Newly Created Lead Magnet To Your OkFunnels Lead Page

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Below are the steps to upload your lead magnet to OkFunnels:

1. On The Left Navigation Bar, hit Documents:



2. Select the Lead Magnet from your computer and upload:



Tips: You can upload a PDF files here, which can be further used to insert it in to your funnels.

### Upload a new PDF:

Choose File 9 Lead Gener...o Avoid.pdf

Upload

### Existing PDF List Below:

a.

Once you've created your Lead Magnet, you can start adding it to your existing lead pages using steps below:

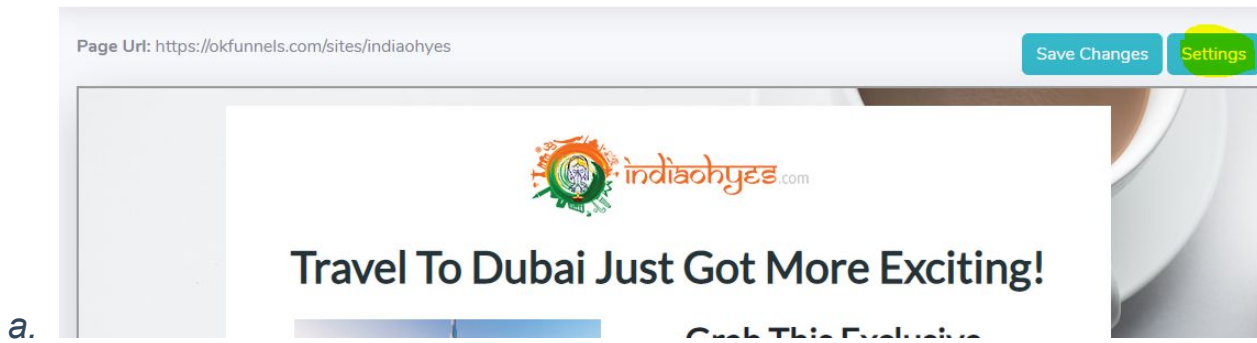
1. Go To Dashboard
2. Click on the edit button of your the lead page:

a.

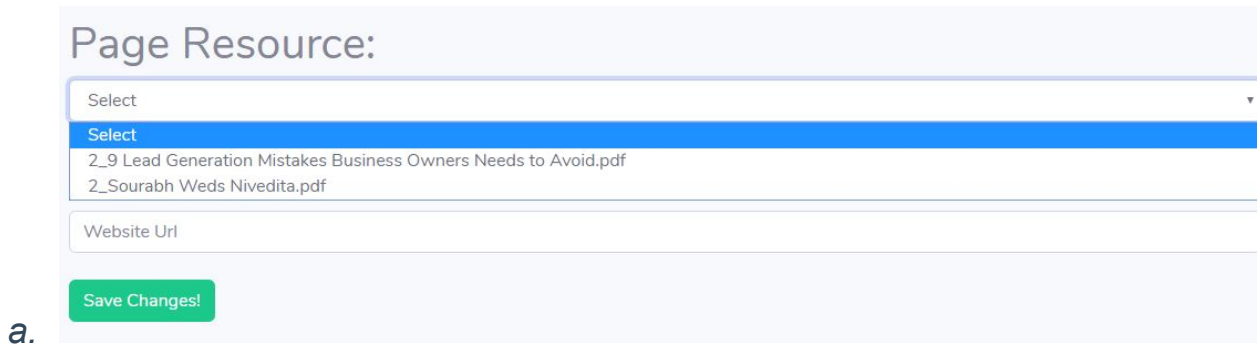
Pages	Views	Leads			
IndiaOhYes	32	3	Preview	Edit	Delete
webinar-template-test	276	51	Preview	Edit	Delete
ExG-Consultation-Tours-And-Travels	35	4	Preview	Edit	Delete

3. Click on Settings:





#### 4. Navigate to Page Resources and Select your lead magnet:



#### 5. Save Changes

