Welcome to Video #6. We’re going to talk about eBooks. If you are trying to sell any type of written material, this is for you. A good lead magnet or whatever you're to give away for free, in this case, it would be something to get people in “action mode.”

So, let me explain. This is a pre-sell mechanism to get people excited about doing, applying what could be in the end product. So, workbooks, action lists, checklists, or even reports – these could be potential good lead magnets if you're trying to sell an eBook. This could work for video courses or any other different mediums that I'm going to talk about as well. But specifically lead magnets for eBooks or written materials, I would say try to create a checklist, try to create something that is a part from a whole.

So, maybe a checklist of the things you need to do before you actually read the eBook or checklists that come directly from the eBook. If you can get people in action mode and they actually check, check, check; then essentially what you’ve done is you’ve achieved some mini transactions. So, mini transactions meaning mini actions that people take.

The more actions that they take in application to your product or service, the more that they will become a qualified lead to actually buy and be interested in your product. So, that’s kind of some of the behind the scenes stuff that goes on. But I would say workbooks, action lists, checklists, and reports are definitely good.

You don’t have to be a super fancy. Design does kind of matter slightly. But if you're not a designer, neither am I and one way you can go about this is simply head onto this site. This specific site is called GraphicRiver.net. As you can see, there are other different marketplaces. But GraphicRiver.net provides you with many different types of graphics so that you don’t have to be a graphic designer. Typically, for these types of materials, such as workbooks and checklists and things like that, head on over to GraphicRiver, go under their Print section.

You can actually find stationery items, pre-made templates, resume templates, and stuff like that. But specifically, we want to use this for checklists and stuff like that so all you have to do is enter that here and you'll be able to find it. You could essentially turn anything into a workbook. As long as you like the graphics, then that’s the way to go. Keep in mind that some of these are made specifically for very specific need. So, you could make posters and all this stuff; stationery items, current elements, and all this.

If you want to be specific, if you go under Print, you could see Brochures. You could open this – they’ve got newsletters, stationery, magazines, flyers. So, you could turn this flyer into the Top 5 Tools to Speed Up Your Bookkeeping process. So, if you go through here, and you really like this brochure for example, everything is pre-made. All you have to do is fill in the text, which is nice. I could download this for example, make it all nice, turn it into a PDF file, and I'm good to go. I've got a very professional-looking graphic design and it definitely is great as a first impression.

GraphicRiver.net, go here and go under there. Print, Templates, Brochures, and you'll see a lot of brochures that you can use and upgrade your professional design.

Then in the next video, we’re going to talk about audio courses.