Hello and congratulations on grabbing access to this video course. We’re going to be talking about how to create quick and easy lead magnets.

Lead magnets are basically things that you're going to give away for free in exchange for an email address so that you can follow up with the visitor, the subscriber, and ultimately get them to build a relationship with you and build rapport. That way, you can start to sell them your front-end offer.

We’re going to talk about quick and easy ways to create them. We’re going to talk about different mediums like videos, eBooks, reports, software, and things like that. That way, you kind of have a baseline to go off of. And then of course, if you want to get creative after that, you can do that as well.

This is Video #1, the introduction. First and foremost, I’d like to start out with taking a look at mindset. Basically, the whole idea of creating lead magnets is as long as everything is congruent or in other words, related to each other, then you should have a very high conversion as far as getting people onto your list and then selling them whatever you're trying to sell. As long as you provide something – you give something away for free (it covers a specific topic or it covers a specific area) and then when you're trying to sell them something, then that has to be related as well. If it’s not really directly related, then you will have some problems. So, the whole mindset here is to be congruent. Everything needs to fall in line and be related to each other.

Also, you want to think quality over the amounts of lead magnets or freebies that you have. So, instead of trying to think of, “Oh, I'm going to do five lead magnets” “I'm going to get all these different subscribers onto my list,” think quality over quantity. So, try to think of one really good lead magnet that you can offer today and in this video course. And then if you have more time, then you can always go back. But I would always start with one instead of worrying about two or three or more.

Just want to give you a quick overview of this video course. Video #1 is of course, this video. Video #2, I'm going to talk about the ladder or the blueprint. And #3, we’re going to talk about front-end extraction, that way, everything is congruent. And Video #4, we’re going to talk about front-end offers. Video #5, we’re going to talk about the medium-to-medium strategy, which is a strategy that you can use to increase your conversions a lot further.

And then of course, Video #6, I'm going to actually dive into very specific mediums. So, if you want to skip from Video #6 and on, and pick and choose whatever medium that you're using, that’s fine. Or if you want to watch through the video course and get some ideas because you can really mix and match things around and so forth. So, for example, Video #6, if you're trying to sell an eBook, then perhaps you can watch this video. But that can apply to reports; that can apply to just about anything. Video #7 – if you’re selling an audio course, then what kind of lead magnets can you provide? So, I’ll give you some examples on that. And of course, Video #8 is for software, if you're trying to sell software or software as a platform or service; then watch that video because these videos are created containing strategies that are pertaining to that particular medium. And then of course, Video #9 is for services. If you're trying to sell a service, then you will want to watch this particular video.

And then of course, we’ll cover other things as well like video courses, private label rights video courses, and things like that. So, how it works basically, you want to understand the blueprint first. Once you understand the blueprint and how to keep things congruent and understand the front-end extractions, we’re going to take a look at the front-end product. If you don’t have a front-end product or you don’t even have a product created yet, that’s fine. You could always go back. But if you understand this concept and method, you can apply this to any product that you sell. And then of course, you rinse and repeat. I’ll show you different strategies and we’re good to go.

Now, what I want to do is move onto Video #2 and we’re going to talk about the ladder, which is essentially the blueprint. All right, see you there.