

EASY WAY

# LEAD MAGNETS



How To Easily Build High Converting  
Lead Magnets In Any Niche Using  
Inexpensive PLR Content

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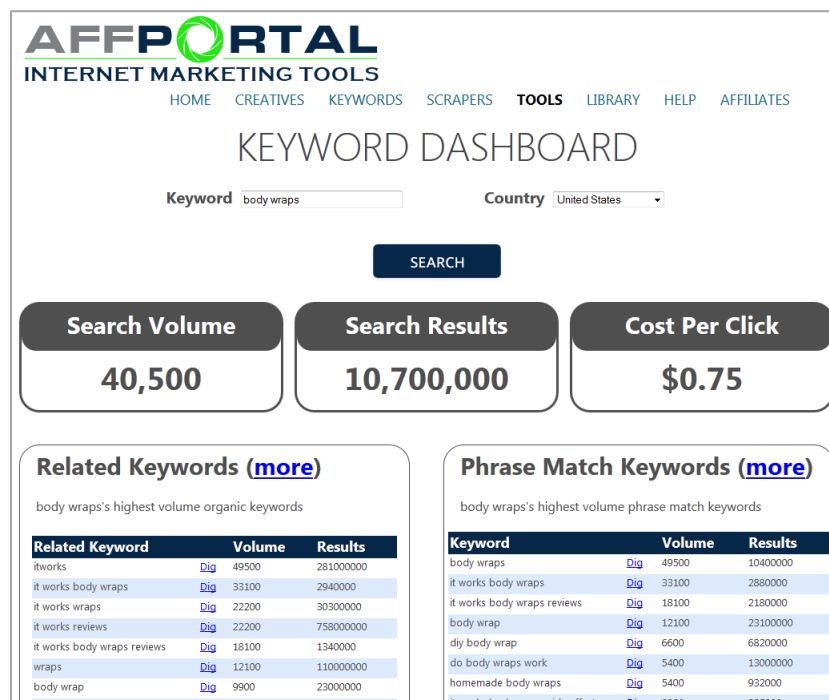
## Sponsored By AffPortal.com

<http://www.affportal.com>

AffPortal.com is a set of Digital Marketing tools for marketers, entrepreneurs, affiliates, network marketers and small business owners to do niche research, find targeted audiences, gather competitive intelligence and way more.

**NOTE:** if you're not a current AffPortal member you can click on the link below to try out our FREE research dashboard to gather intelligent research data on any website, get keyword statistics and related keywords for PPC and SEO, or start a comprehensive URL scraping session to use with your PPV traffic campaigns.

### [AFFPORTAL.COM FREE DASHBOARD](#)



## Introduction



### **A Quick History Of Internet Marketing**

Once upon a time, back in the early 2000's, direct response marketers discovered a system direct linking from Google Adwords straight to their affiliate offers.

It was called the "Google Cash System" and it made a lot of people a lot of money very quickly. And it was good.

The mighty Google quickly grew tired of direct response marketers. Google punched them in the cash sack and revoked their AdWords card leaving direct response marketers floundering to find a new way to run paid traffic to their offers. Dark times had arrived.

Eventually savvy entrepreneurs caught on to a different (not new) way to still use paid traffic that was developed pre-2000 by one of the godfathers of internet marketing. It didn't deliver those sweet commissions instantaneously like direct response did, but it did deliver and looked a whole lot more like a real grown up business. And it was good.

### **Enter The Squeeze Page**

Like a lot of great inventions, the "lead capture page" is said to be developed by two different marketers, in two different places, at the same time. One of these marketers was named Levi Jonathan Mizel. Jonathan called his lead capture web page a "Squeeze Page" because like a fruit

juicer, you put a bunch of fresh fruit in the top (internet traffic), and out the bottom comes the sweet, sweet juice (your leads).

## **Trading Great Content For An Email Address**

Now we all know people are not going to give you their address without getting anything in return. Email addresses are very much a currency online and they are valuable.

In order for this value exchange to take place you need to give something to get something.

You need to trade high value, quality content for their email address.

One of the best ways to package up that high value content is in a .pdf or an eBook. Don't let the technical names throw you, they're basically the same thing.

That eBook is the "Lead Magnet" that we'll be developing to trade with internet users for their VALID email address.

This system works for any niche, regardless of size. As long as there are people hungry for information about your niche, you can develop a lead magnet to get them on your list and start selling to them!

## **Course Goals**

At the end of this course you will be able to...

1. Curate high quality, inexpensive PLR content
2. Build an informative eBook
3. Give your eBook a catchy title
4. Create your own flashy ebook cover
5. Begin a new auto responder list
6. Launch your own squeeze page
7. Know where to go to take this concept to the next level

## Chapter 1: Concept Research



### Buyers and Demand

You need to take the temperature of the market that you want to reach with your lead magnet. There **MUST** be demand for the information that you are using for your bait or you will catch no fish.

To do this you need to do some basic keyword research using any number of tools available online.

### Keyword Research Basics

The keyword research process is simple and straight forward.

You type in your niche or product name and the keyword research software returns statistics about the search term that you entered.

Depending on the software, you may also receive suggestions for related keywords and data for the related terms.

**AFFPORTAL**  
INTERNET MARKETING TOOLS

HOME CREATIVES KEYWORDS SCRAPERS TOOLS LIBRARY HELP AFFILIATES

**KEYWORD DASHBOARD**

Search Term  Country

Monthly Search Volume

**Search Volume**  
**1,600**

**Search Results**  
**5,630,000**

**Cost Per Click**  
**\$0.56**

**Additional Keyword Ideas**

**Related Keywords ([more](#))**  
Adult Coloring's highest volume organic keywords

Related Keyword	Volume	Results
coloring pages <a href="#">Dig</a>	201000	10900000
adult coloring books <a href="#">Dig</a>	33100	4830000
free coloring pages <a href="#">Dig</a>	27100	14700000
secret garden <a href="#">Dig</a>	27100	61900000
printable coloring pages <a href="#">Dig</a>	18100	8310000
coloring sheets <a href="#">Dig</a>	14800	3040000
coloring pages for adults <a href="#">Dig</a>	14800	2840000
coloring books for adults <a href="#">Dig</a>	12100	4040000

**Phrase Match Keywords ([more](#))**  
Adult Coloring's highest volume phrase match keywords

Keyword	Volume	Results
adult coloring books <a href="#">Dig</a>	27100	5150000
coloring pages for adults <a href="#">Dig</a>	12100	3890000
adult coloring pages <a href="#">Dig</a>	9900	3750000
coloring books for adults <a href="#">Dig</a>	9900	5250000
adult coloring book <a href="#">Dig</a>	6600	3830000
printable coloring pages for adults <a href="#">Dig</a>	2900	2410000
adult coloring pages free <a href="#">Dig</a>	2400	2330000
free coloring pages for adults <a href="#">Dig</a>	1900	3240000
coloring book for adults <a href="#">Dig</a>	1900	4960000

## Facebook Audience Research

After you finish up your lead magnet you will be needing to drive some traffic to it. There are SO many paid and free traffic sources to choose from these days and the topic of paid traffic is beyond the scope of this course.

That being said, one of my favorite traffic sources is Facebook and is usually where I start my first campaigns because it's super easy to find people interested in your "ethical bribe".

So after you find out if there's a demand for the keywords, which basically says that people are searching for that information outside of Facebook, go

into Facebook and see if you can find people in there to target by interest once you get your lead magnet together.

To do this you will login to Facebook, using the Chrome Browser and navigate to the "Power Editor":

<https://www.facebook.com/ads/manage/powereditor/>

Set up a test campaign and a test ad set. Specify the audience you want to reach by location, interests, age and gender and Facebook will tell you exactly how many people you can reach inside of Facebook that match your target audience.

The screenshot displays the Facebook Power Editor interface. On the left, the 'Ad Sets' list shows 'Adult Coloring' selected. A red box highlights this with the text 'My niche is Adult Coloring Books'. The main configuration area shows a 'Daily Budget' of \$10.00. A red box highlights the 'Potential Reach: 360,000 people' on the right, with a green arrow pointing to it from a box stating 'The target audience size is around 360,000 people'. Below the 'Schedule' section, the 'Audience' section is expanded, showing 'Location: United States', 'Interests: coloring book pages or Coloring book', 'Age: 21 - 45', and 'Gender: Female'. A red box highlights this audience configuration with the text 'My target audience is Females age 21-45 in the United States that are interested in "Coloring Book Pages" or "Coloring Book"', with a red arrow pointing to the 'Interests' field.

## The Test Lead Generation Campaign



If your keywords tell you that there's demand in the major search engines and Facebook tells you that there's a good sized audience that you can reach inside of Facebook, then you're on the right track.

From here you can do one of two things...

1. You can go to the next chapter and start curating some PLR content to use in your eBook.

- OR -

2. You can skip straight to building out a squeeze page to test the traffic a little more with a test campaign before you ever build the lead magnet.

Personally, I always move toward gathering content next because in my experience if the keywords have good search volume and there's someone to target, 99% of the time that equals new leads.

If your lead magnet development is more labor intensive or expensive for some reason, or you just want to test out the market more you can develop a quick and dirty squeeze page, put up an ad and see what happens before going through the actual content development process.

This "Cart Before The Horse" method is good for product development because the development cycle can be expensive and time consuming. I highly recommend it in that case. But for lead generation, I would move to the next chapter and start gathering your PLR material.

## Chapter 2: Starting Organized



### The Directory Framework

When building a lead magnet you're going to have a lot of files, images and web pages. The more organized you are the better. Staying organized will allow you to find the files that you are looking for quickly and easily

Included in your download is a template directory structure for you to use as a base when building out your lead magnet and squeeze page.

Every project is unique and comes with it's own unique files as well. The directory template should be used as a starting point to get you organized from the start. Feel free to add additional folders as you build your project.

An example of a custom folder would be changing ".../images/photoshop" to ".../images/gimp" depending on what graphics editor you use.

### Using The Directory Template

1. Create a base directory for all the lead magnets that you create.

*create new folder: "... Internet Business / Lead Magnets"*

2. Copy the directory template from your download package.

*copy: "... 5 - Templates / Lead Magnet Directory Template"*

3. Paste the directory template into your lead magnet directory and rename it.

*paste to: "... Internet Business / Lead Magnets / Lead Magnet Directory Template "*

*rename it: "... Internet Business / Lead Magnets / Adult Coloring Books "*

## Chapter 3: Curating PLR Content



### What is PLR Content?

PLR stands for "Private Label Rights" and it is content, written, video, audio or even software, that you have almost unlimited rights to repurpose it and repackage it however you see fit.

Years ago Private Label Rights content was crap to be honest. Most of it was poorly written and so vague that it was not worth the time it took to read it.

Today, PLR content has grown up from its early days and has matured into something that is valuable and can be expanded on and edited to be very valuable information.

PLR can a lot of times be used as is but it is truly in your best interest to customize it and make it your own. The idea is to add value, insight, images and of course your own promotional links to the existing content.

Use PLR as a skeleton for your lead magnet and repurpose it into something that you are proud to stamp your name onto.

Lazy rarely wins. Take an hour or two to massage the content that you purchase into something that is as unique as you are. And ALWAYS add in a promotional link or two into your content so you can monetize your work long term as your content starts to get distributed.

The more "buy now" , "add to cart" or "more information" buttons that you have out on the web, the more money you have the potential to make.

## **Where To Find Private Label Rights Content**

### ***Unselfish Marketer***

<http://idigplr.com/go/unselfish-marketer/>

The Unselfish Marketer PLR Vault is a library of PLR products that have been released since 2006 through the present.

Don't let the dated look of the website fool you. The vast amount of content that you can repurpose for your lead magnets more than makes up for it.

It's a monthly subscription and on average 100 new product are added monthly as they are released from some of the biggest names in the Private Label Rights world.

This site is my dirty little secret and has been for many, many years.

### ***PLR Sales Funnels***

<http://idigplr.com/go/plr-sales-funnel/>

PLR Sales Funnels delivers you a complete done for you sales funnel every month for you to market on your own. Even though it's a complete sales funnel, every campaign needs to be split tested including the lead magnet. Using their content and our repackaging techniques you could easily create many different versions of the lead magnet to use at the top of your funnel then sell your prospects the monthly product.

### ***Niche Specific PLR Google Search***

<https://www.google.com/search?q=adult+coloring+books+plr>

Sometimes the best PLR content is one Google search and \$10 away.

Simply open up Google and search for "[niche] plr" and you should find plenty of individuals selling content for you to repurpose into a high quality ebook lead magnet.

Yea, it can be just that easy to find interesting content to build your lead magnet even if you don't know anything about the niche that you're targeting!

## **Different Types Of Content Licensing**

### ***PLR - Private Label Rights***

Arguably the best type of product license since it provides you with the most freedom. PLR license entitles you to 'own' the entire product and individual copyright. You are allowed to modify the product the way you like — from minor altering to major overhaul — and you can even sell it at a higher price or when specified in the license agreement you can give it away as a freebie.

### ***MRR – Resell Rights***

You don't own the copyright, but you own the 'Master Rights'. This basically means you are free to use or sell the product or sell the same rights to others but you're restricted from altering or modifying the product from its original form.

You may or may not also be allowed to apply your own private label ownership in addition to the original copyright as indicated by that particular license.

### ***RR – Resell Rights***

You own the 'Resell Rights' but not the copyright. You're not entitled to change or alter anything from its original form. Your freedom is limited to using and selling the product as is. You cannot sell or transfer these rights to others. Other restrictions may be laid out in the license.

Hundreds or thousands of people could be using the same material that you are, depending on how many PLR rights to the unit are being sold. Consequently, because there are a lot of buyers, single units tend to be cheaper to purchase than having to create a new one from scratch. Purchasing PLR products can be very lucrative especially if you can maximize it to its full use without breaking boundaries to the set of rights you're entitled to.

### **Collect Niche Specific Content**

Once you decide on your source for PLR content you will need to save it in an easy to find place. This is where our super organized directory structure comes in.

When downloading your PLR content it usually comes in a .zip file. Save that .zip file to the PLR directory.

*save to: "... [your lead magnet] / Content / PLR / [plr content file]"*

## Chapter 4: Naming Your Lead Magnet



### The Catchy Title

If you look at any product digital or real world you will notice the popular ones have a very catchy name. Sometimes coming up with a catchy title can be a little bit daunting but it doesn't have to be with a few tricks.

***Tip #1: Use the higher volume keywords in your lead magnet title.***

### Phrase Match Keywords ([more](#))

adult coloring's highest volume phrase match keywords

Keyword		Volume	Results
adult coloring books	<a href="#">Dig</a>	27100	5150000
coloring pages for adults	<a href="#">Dig</a>	12100	3890000
adult coloring pages	<a href="#">Dig</a>	9900	3750000
coloring books for adults	<a href="#">Dig</a>	9900	5250000
adult coloring book	<a href="#">Dig</a>	6600	3830000
printable coloring pages for adults	<a href="#">Dig</a>	2900	2410000
adult coloring pages free	<a href="#">Dig</a>	2400	2330000
free coloring pages for adults	<a href="#">Dig</a>	1900	3240000
coloring book for adults	<a href="#">Dig</a>	1900	4960000
free printable coloring pages for adults	<a href="#">Dig</a>	1600	1290000



As we learned in our keyword research, the keyword phrase "adult coloring book" has 6600 searches per month in the USA. That would be a good phrase to include in the title.

**Tip #2: Use Amazon for creative title inspiration.**

Amazon is a treasure trove of great book titles. You can look up your niche keyword and "best sellers" to find inspiration when naming your ebook.

The screenshot shows the Amazon website with the search bar containing "adult coloring books best sellers". A red arrow points from a text box "search what's selling well on Amazon" to the search bar. Below the search bar, the page displays "1-12 of 340 results for Books : 'adult coloring books best sellers'". On the left, there is a "Narrow your choices" sidebar with various filters. The main content area lists several books. A red arrow points from a text box "It's no coincidence that they are using 'adult coloring book' in the title" to the title "Adult Coloring Book: Stress Relieving Patterns Volume 2". Another red arrow points from a text box "Interesting Sub Title" to the subtitle "Stress Relieving Patterns Volume 2".

amazon  
Try Prime

Books ▼ adult coloring books best sellers

Shop by Department ▼ Your Amazon.com Today's Deals Gift Cards Sell Help

Books Advanced Search New Releases Best Sellers The New York Times® Best Sellers Children's Books Textbooks Textbook Rentals Sell Us Your Books

1-12 of 340 results for Books : "adult coloring books best sellers"

Narrow your choices

< Any Category

Books

- Children's Activity Books (132)
- Coloring Books for Grown-Ups (156)
- Graphic Design Color Use (68)
- Crafts & Hobbies (218)
- Children's Books (146)
- Papercrafts (41)
- Arts & Photography (214)
- Reference & Test Preparation (40)
- Drawing (163)
- Meditation (26)

+ See more

Amazon Prime

Eligible for Free Shipping

Free Shipping by Amazon

New Releases

- Last 30 days (41)
- Last 90 days (77)
- Coming Soon (14)

Book Format

- Paperback (312)
- Hardcover (4)
- Kindle Edition (6)

Book Series

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Book Format: Paperback | Hardcover | Kindle Edition

Adult Coloring Book: Stress Relieving Patterns Volume 2 Apr 25, 2015  
by Blue Star Coloring

Paperback  
\$9.44 \$42.99 Prime  
Get it by Wednesday, Sep 9  
More Buying Choices  
\$8.30 used & new (27 offers)

Secret Garden: An Inky Treasure Hunt and Coloring Book Mar 26, 2013  
by Johanna Basford

Paperback  
\$10.65 \$45.95 Prime  
Get it by Wednesday, Sep 9  
More Buying Choices  
\$8.15 used & new (111 offers)

Creative Coloring Inspirations: Art Activity Pages to Relax and Enjoy! Sep 1, 2014  
by Valentina Harper

Paperback  
\$7.82 \$9.99 Prime  
Get it by Wednesday, Sep 9  
More Buying Choices  
\$4.45 used & new (68 offers)

Adult Coloring Book

Stress Relieving Patterns (Volume 2)

Secret Garden

An Inky Treasure Hunt and Coloring Book

Creative Coloring Inspirations

Art Activity Pages to Relax and Enjoy!

So if I were making an adult coloring book lead magnet that contained southwestern patterns, I would name it something like: "Adult Coloring Book: Red Rocks Relaxing Volume 1".

## Chapter 5: Create The Artwork



### Make The Cover Sizzle

Packaging is everything when it comes to physical and digital products. Without killer artwork you are sunk.

It's a fact that people make snap judgments in a micro second based on what something, or someone looks like. It's simply the way our brains are wired.

We are bombarded with so much stimulation every single day and our brains can't treat everything as important and worth paying attention to. So what it does is take a look and make a snap judgment based on what it sees (or hears, or feels, or tastes). Then our brainj immediately determines whether that piece of information is interesting and worth further investigation or worthless and instantly forgettable.

Most of us are not super talented graphic designers or photoshop wizards so to combat that handicap we have included three options.

**Option #1:** [Pixel Studio FX](#) is a new software that comes preloaded with hundreds of ebook and digital product templates that's drag and drop easy to make ecovers, product boxes and much more. Not only that but they are working on the next Version already that has even more powerful features.

**Option #2:** In your download package you will find our tried and true Photoshop templates that can be customized using your favorite graphic

design software. This is our go to template has worked for building eye catching ebook artwork that has converted into thousands of leads for us.

It's easy to edit and if you have Photoshop you can use the included action scripts to export the design into any number of product mock ups.

One drawback is that Photoshop is sometimes too expensive for new entrepreneurs to purchase and the other graphic editors can't use Photoshop action scripts.

**Option #3:** When you can go with one of the top two options to build your cover yourself. It's a great skill to learn and there's no waiting around for your cover to be created for you.

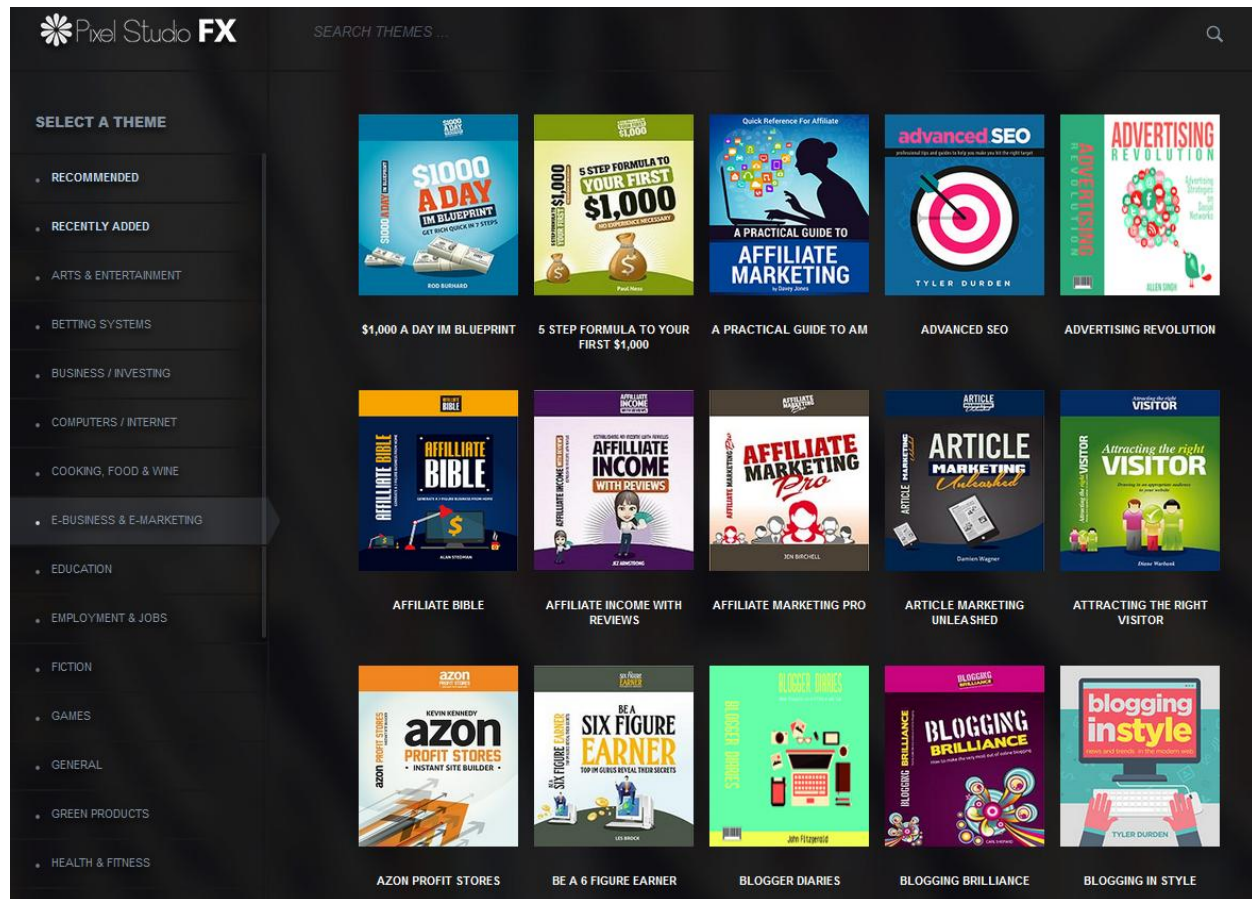
If you want your graphics done for you then outsource the work to Fiverr.com which is the cheapest option. Just remember, you get what you pay for and sometimes the wait can be several days if you go with a simple \$5 graphic package.

If you have a few more bucks to invest in your ebook cover go with the high quality, more expensive work at 99designs.com.

In all honesty, if you can afford \$47 to spend on the highest quality graphics, **[Option #1 Pixel Studio FX](#)** is the best option and you will own the software and lifetime updates are included.

## Pixel Studio FX Cover Building Software

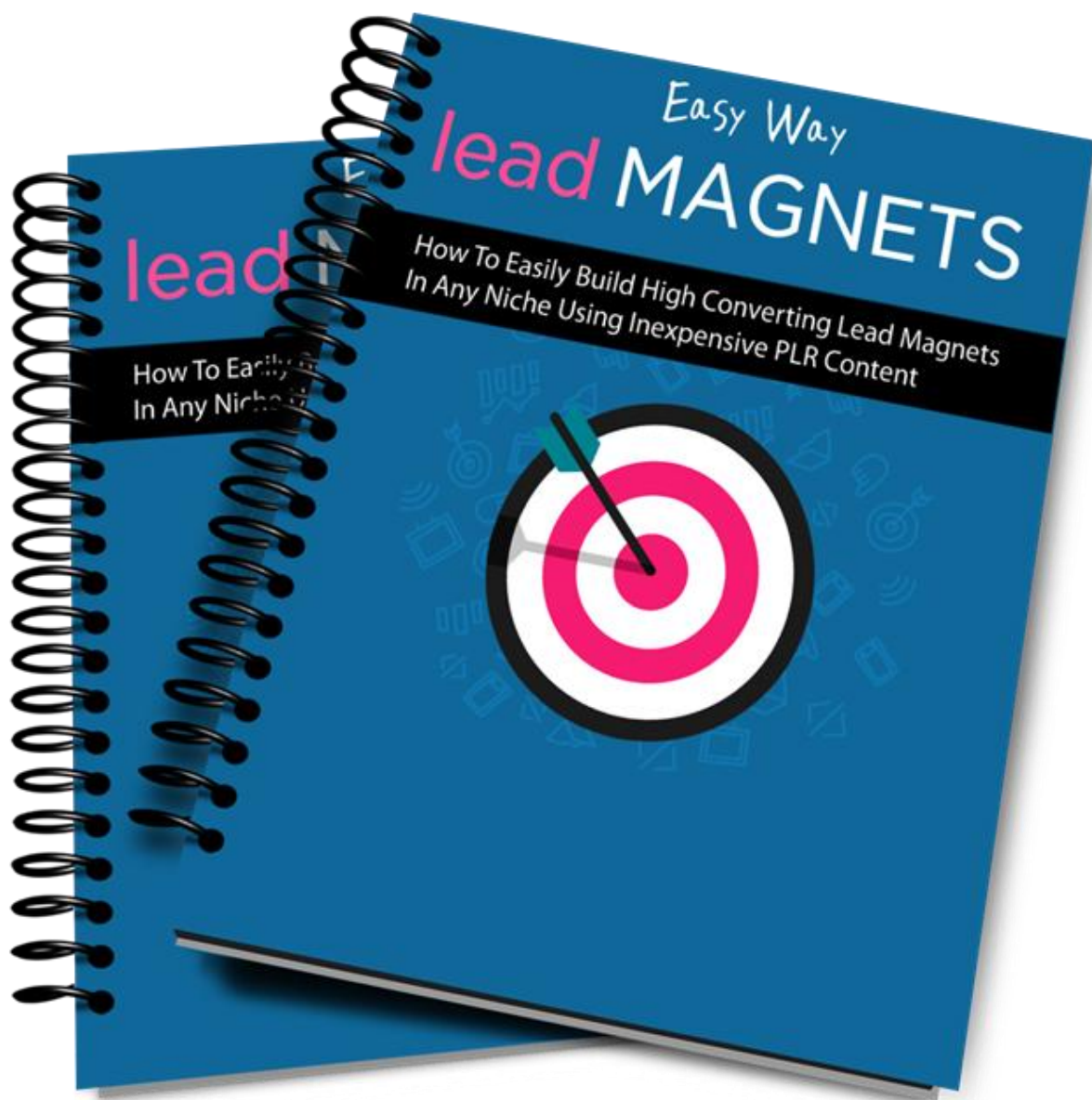
<http://idigplr.com/go/pixel-studio-fx/>



This is one of the more interesting design software packages to come along and will be available for purchase as of September 21, 2015.

To use it you simply choose a template from one of their hundreds professionally designed layouts, choose the type of mock up you want to create (ebook, product box, DVD, flyer and more), customize the text and colors, then export the image.

As of September 2015 they are working on several new powerful features including a one click export to all product mockup objects. This feature will be available in version 2 after beta testing is completed.



This is an ebook cover that I made using the Pixel Studio FX that you can see in the top row of the templates screenshot. All I did to edit was add a pre-header, adjust the existing headline, adjust the sub-headline and made the sub-headline black background a little taller to fit the text.

It took me about 3 minutes to edit and export.



## **Photoshop Template - Base Image**

1. Copy the Photoshop "eBook and Spine" template from your download package.

*copy from: "... 6 - Images / Photoshop / 1450x1600 eBook and Spine.psd"*

2. Paste into your lead magnet directory.

*paste to: "... [your lead magnet] / Images / Photoshop / 1450x1600 eBook and Spine.psd "*

3. Open with Photoshop.

Edit the headline title text and the footer sub headline text.

Choose a flat icon for the cover art work and add to the cover.

*Save "1450x1600 eBook and Spine.psd "*

*save for web and devices: "... [your lead magnet] / Images / Product Images/ 1450x1600-eBook-and-Spine.png "*

## **Install Photoshop Action Scripts**

1. Install Photoshop Action Scripts

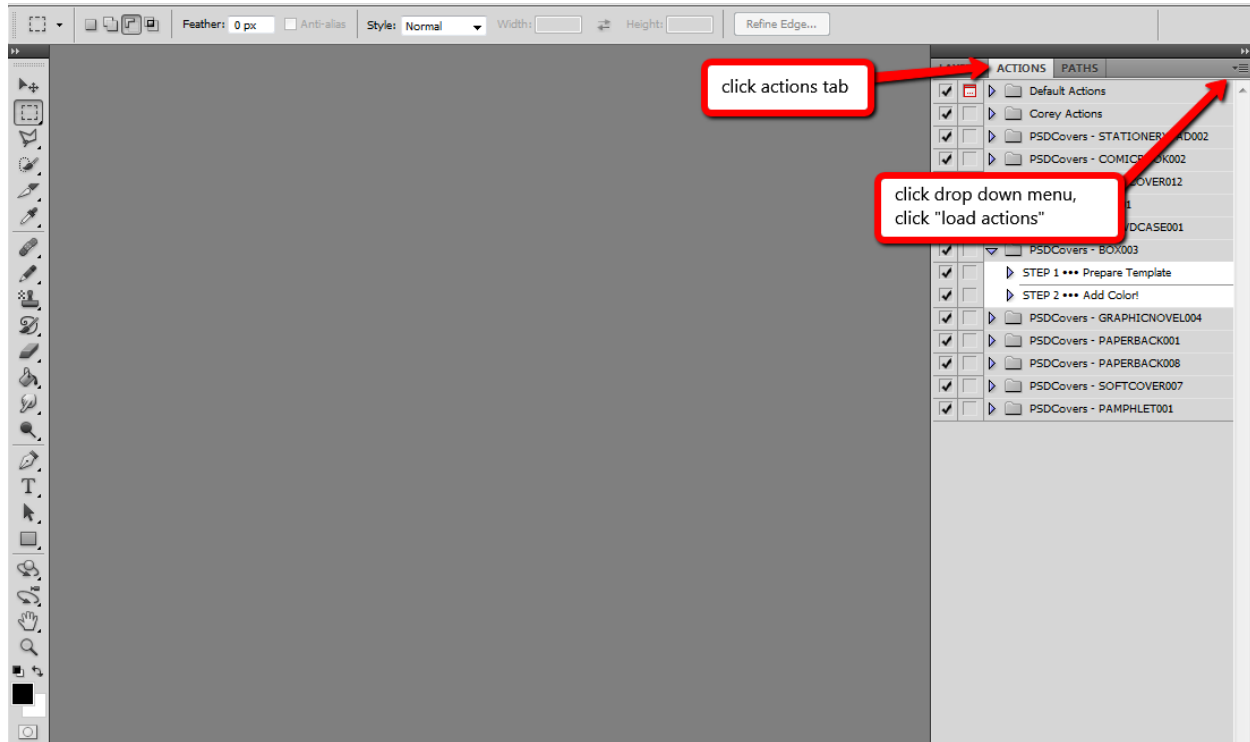
*For more action scripts see: <http://www.PSDCovers.com>*

open: Photoshop

load actions:

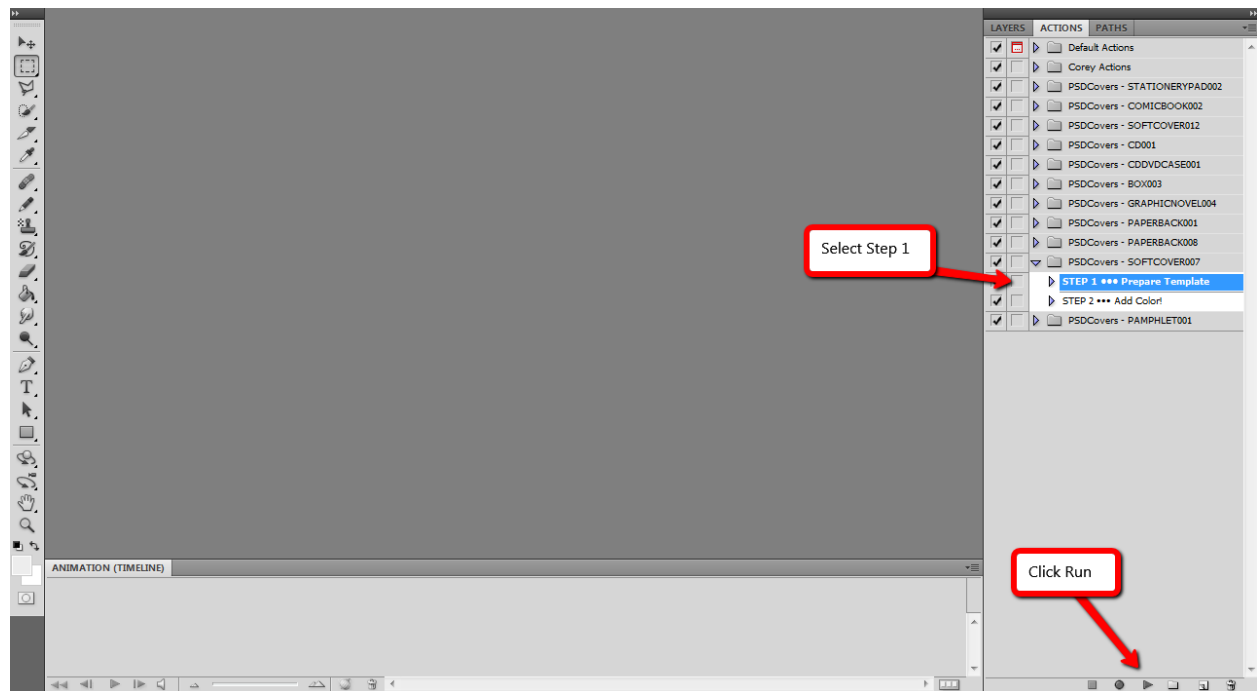
1. click actions tab
2. click drop down menu
3. click load actions
4. open: *"... 6 - Images / Photoshop / Action Scripts / "*

5. select action script to load
6. click "load" button
7. repeat for each action script until all are loaded

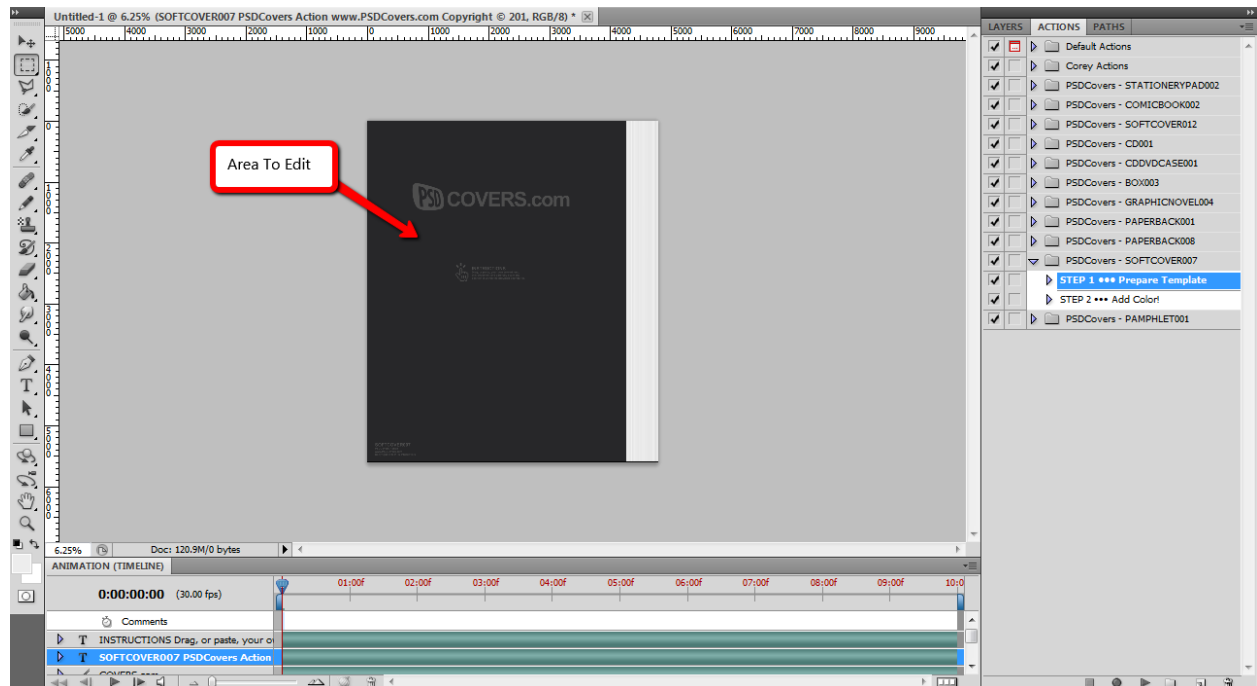


## Run Photoshop Action Script

1. choose which action script to run
2. select "Step 1 \*\*\* Prepare Template"
3. click the run button



Blank product mock up is created





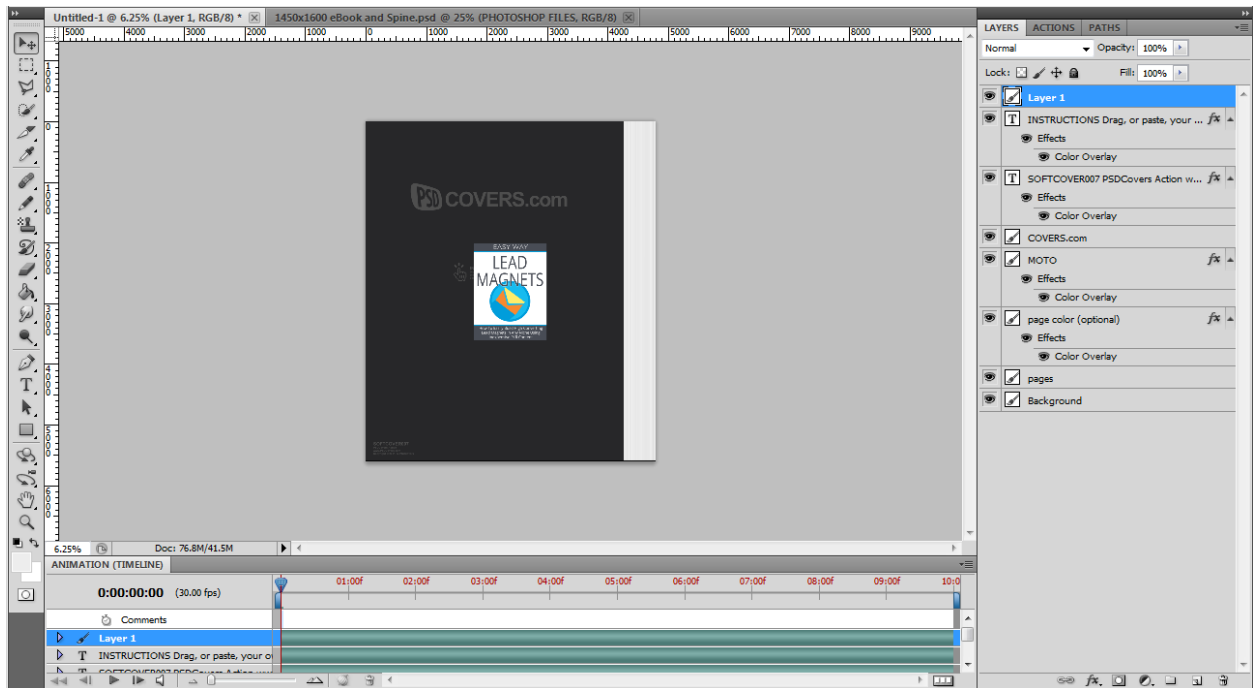
## Create Product Mockup

open: "... [your lead magnet] / Images / Photoshop / 1450x1600 eBook and Spine.psd "

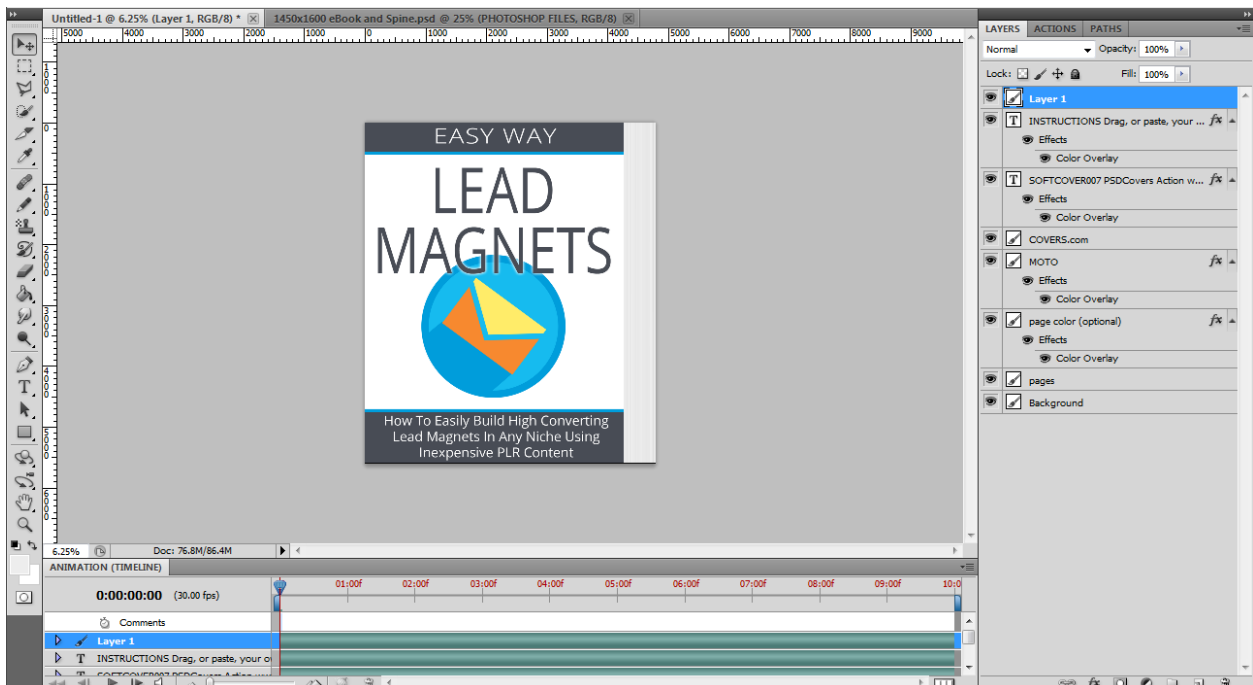
Select front cover area and edit > copy merged



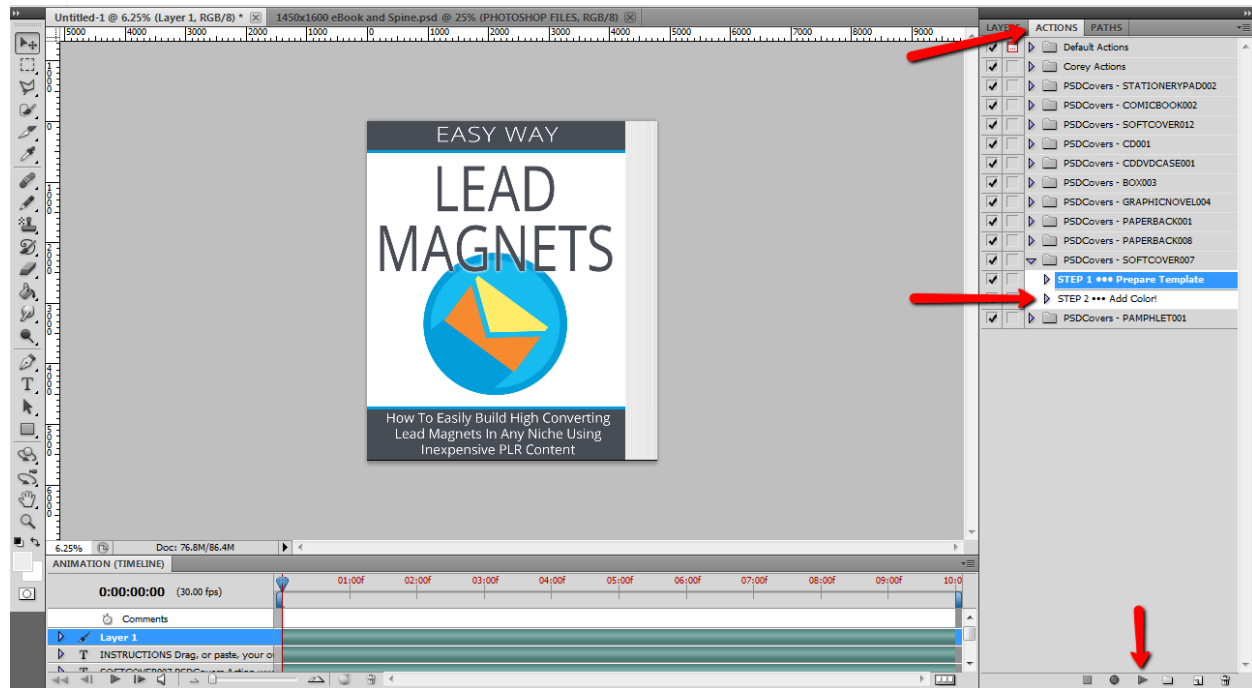
Paste front cover into template



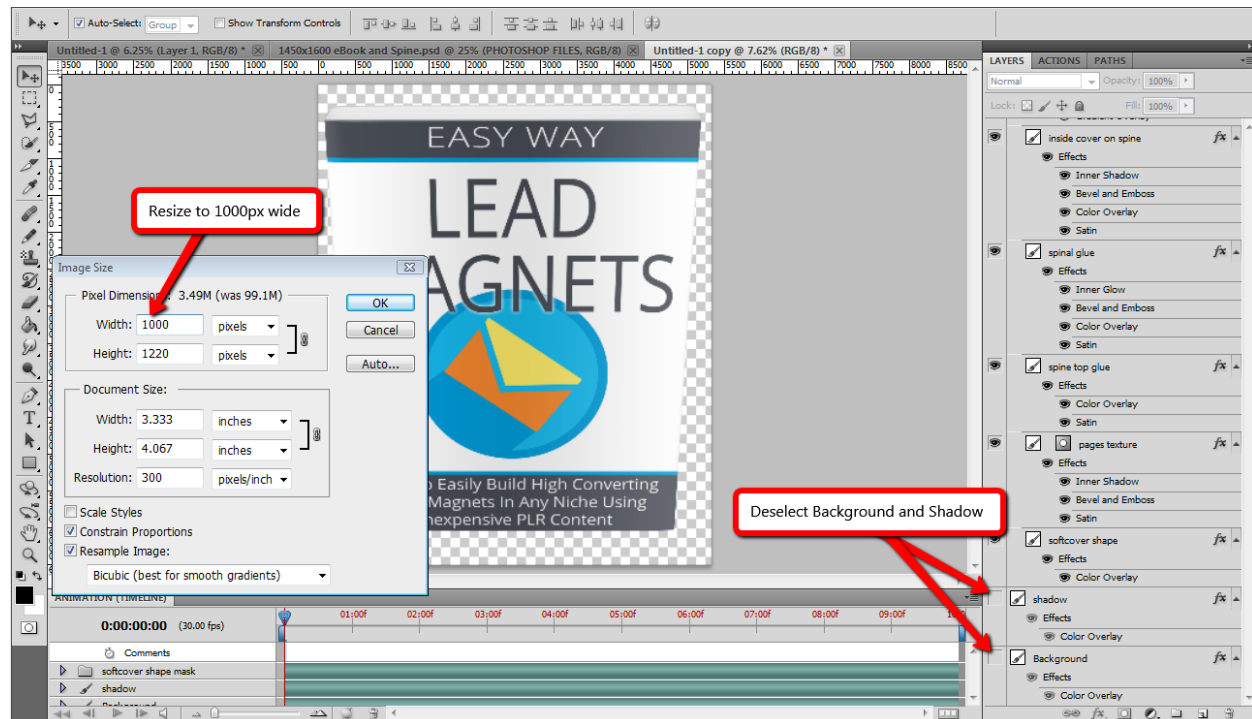
Resize to fit the cover area



## Run step 2



## Hide background, hide shadow and resize to 1000px wide



Save for web and devices: "... *[your lead magnet]* / *Images* / *Product Images/ SOFTCOVER007.png* "

Repeat for each action script as needed to create great looking product mockups.

TIP: You can also resize down to 500px wide and 250px wide for each mockup as well so they can be used on blog pages and in product bundles as needed.

## Chapter 6: Create The Ebook



### Copy and Paste the Ebook template

1. Copy the ebook template from your download package.

*copy: "... 5 - Templates / Ebook Template.docx"*

2. Paste the ebook template into your lead magnet directory and rename it without using spaces in the file name.

*paste to: "... [your lead magnet] / Content / Ebook / Ebook Template.docx "*

*rename it: "... Internet Business / Content / Ebook /[title].docx "*

### Curate The Ebook Content

*open: "... Internet Business / Content / Ebook /[title].docx "*

#### **1. Add cover art**

Replace the artwork of the product on the front page with the ebook mockup that you created in the last chapter

#### **2. Add introduction**

This is a great place to put an introduction to you or your company or to an affiliate offer. You can also do a "sponsored by" introduction as well which is what we included in the template.

The introduction paragraph is a super place to get people thinking about supplemental products or services that can help them accomplish their goals.

### **3. Add Content**

This is where you take your content and paste it into your ebook.

One option is that you take the PLR content that you collected or purchased as it is and paste it into your ebook document as it is.

However, we HIGHLY recommend you pull content chunks from different sources and make a product that is unique and of higher quality than the original PLR material.

Doing it this way ensures that you are intimately familiar with the content that you are distributing and can make sure it's of the highest quality.

Remember, thousands of people are going to be reading your ebook so this is your FIRST opportunity to establish yourself as an expert.

Don't mess it up with shoddy work. If you send them some piece of crap with all kinds of spelling errors that is barely readable, you have just burnt your ONLY chance at a good first impression.

### **IMPORTANT: Use Chapter Headings**

It's important for you to separate out your content into chapters. Each chapter should start with a heading and that heading needs to be styled as a "Heading 1" in Microsoft Word ([how to](#)).

Doing this will enable you to add a table of contents easily in the next step.

If you want you can also add "Heading 2" to sub content in each chapter if you would like that added to the table of contents as well.

### **4. Add Table of Contents**

Your ebook needs to start with a table of contents. Here's how to add a table of contents page and update it automatically.

It is important to note that when you are building out your content, make sure to use Header 1 styles for your chapters and if you want more detail Heading 2 styles as well for in chapter chunks.

Depending on your version of Microsoft Word, the instructions for adding table of contents varies a little so it's best to follow the instructions on the Microsoft Office website if you don't know how to add a table of contents already ([how to](#)).

There's two places that you should put your table of contents. One is on page two right after the front cover page. Or if you are using page two for a promo of some kind or a sponsored by page, then put it on page three.

Regardless, you need to include a Table of Contents so that your readers can easily navigate to specific areas of your document with a click once it's exported to PDF format.

## ***5. Export To PDF Format***

Putting your document in PDF format does two things.

1. it allows you to semi secure your content and make it slightly more difficult to rip off, robbing you of the credit as the source of the content.
2. it makes your content available to anyone, on any platform, the ability to read your PDF document. PDF documents can be read on smart phones, kindle, tablets, Apple and Windows operating systems. This ensures that your document has the widest possible compatibility and will alleviate 99.9% of technical issues with users trying to read your ebook.

## Chapter 7: Create Your Auto Responder



### Your Email Database

We all hear over and over again about how valuable an email list is. The engine that powers your email machine is the auto responder service.

Just like everything else in digital marketing, you have some options when it comes to your auto responder service.

You can go self hosted and try to shoot thousands of emails through your web host but that will no doubt get you banned by your webhost eventually. Not only that, but when you send email through your own domain, chances are the delivery rate is going to be horrible. If the majority of your email blasts either get filtered out or winds up in the prospects spam folder, there's really no point in doing email marketing.

That being said, you really need an auto responder service.

I'm going to suggest you go with one that has a reliable reputation and has been in business for many years. Going with a reliable auto responder service gives you the best chance that your emails will get through most of the spam filters along the way and chances are they won't go directly to the prospect's spam folder.



## Recommended Auto Responder

### ***Get Response***

Free Trial Promo Code: <http://idigplr.com/go/getresponse>

Email marketing returns \$25 for every \$1 spent over the long term. When you spend your money on paid traffic and you funnel your members into your list, you are in control. You own that lead until they unsubscribe. You don't have to pay to reach them again and that's a very powerful place to be if you play your cards right.

There's a few simple steps that you need to do before building out your squeeze page so that you can connect that squeeze page with your new email list.

#### Step 1: Create your list

Some auto responders call it a list, other's call it a campaign.

In [Get Response](#), it's a "campaign" and you want to build a new one.

What you are creating is basically a bucket to put email addresses into that has a descriptive name for the group of people that you are marketing to.

Be sure to give it a very descriptive name so you can easily identify it now and far into the future so you can see at a glance what their interests are.

#### Step 2: Create your lead capture form

The lead capture form is a basic web form that contains fields for the user to enter their information.

This information in its most basic form can be just an email address box. Additional fields that you can capture are name, address, phone number, website and more.

A good rule of thumb for creating your opt in forms is that the less information you ask for, the more email address you will collect.

### **Single Opt in vs Double Opt in**

Double opt in adds the email prospect to your email list without the need for a second step. That second step is usually confirming that they want to be added to your list by clicking on a link that is emailed to them first before they receive your lead magnet.

The benefit here is that you can verify that it's an actual email address and they verify it by clicking on the link.

The drawback is that the number of successful opt ins will be much lower than if you go with a single opt in method.

Single opt in adds the email prospect to your email list immediately after they click the submit form button.

The benefit here is that you get a MUCH higher opt in rate.

The drawback is that you will no doubt get some dummy email addresses.

To combat the dummy email addresses you should suggest through your ad copy that they will be receiving the download in an email and not on the next screen.

This is accomplished by using text on the call to action button on the email capture form like "Yes, Send Me The Ebook" or something similar. It suggests that you will be sending them the download to the email address

that they are giving you and that it won't be included on the thank you page.

## **Add First Email**

Now is the time to include your very first email to your new prospect so you can immediately deliver them the information that you promised on the squeeze page.

This is the most important email that you will send in your entire series so make it good.

In this introduction email you want to briefly introduce yourself, tell them what they can expect in the coming weeks from you and give them the download link.

This first email is not a place for you to pitch them on anything. Introduce yourself, include a picture if you feel comfortable doing so, and give them their download link.

## **Follow Up Series**

Your follow up emails is where you will deliver ongoing value and additional promotions.

The specifics of your follow up series is beyond the scope of this course on lead magnets but the basic goal you want to accomplish with your follow up series are: good open rates, good click through rates and conversions on the products that you are promoting.

Don't spam the heck out of your list. Provide them value. Give them a chance to get to know you and try to transition them from cold prospects into people that know, like and trust you.

## Chapter 8: Create Your Squeeze Page



### Your Lead Getting Squeeze Page

This is the big fat, wide open mouth at the top of your sales funnel. It's the place where your very first value exchange happens with your customers.

It's the first time that you get to show your new prospect exactly how awesome the information is that you want to give them.

Check the clock, because you have about a second to grab them by the eyeballs and make them read further into your benefit bullet list. If they get bored or it's not relevant to what they expect, they will click away and be gone forever!

If your squeeze page stinks, you just wasted money on a click. If your page is not mobile responsive, it's another wasted opportunity. If your page copy is bad, it's another flushed prospect.

I think you understand what I'm saying...

So here's your best options to create a great looking squeeze page and regardless of your skills or resources, there's one that fits you!

If you're a coder, if you're not a coder there's an option below.

If you're a Wordpress person or not a Wordpress person, there's an option for you.

If you have a tiny budget or a moderate budget, there's an option for you.

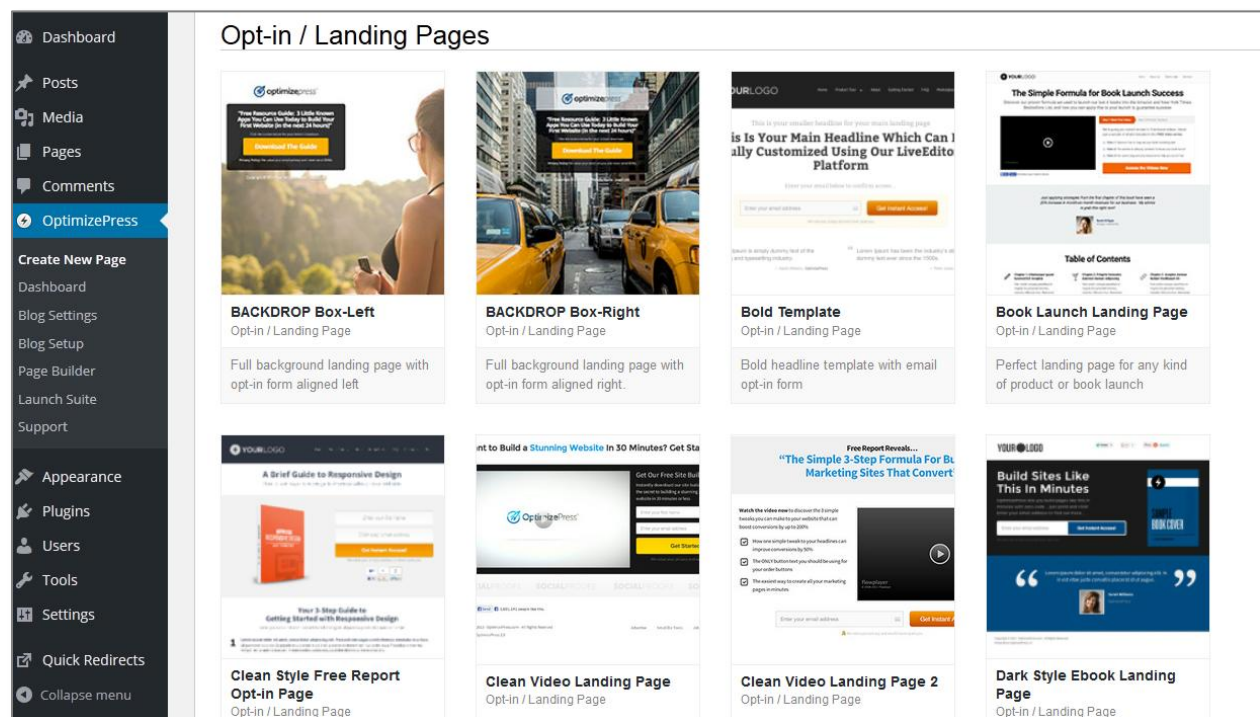
If you have zero budget and don't want to code and hate Wordpress, then take a little time and correct one of your handicaps. Learn html, embrace Wordpress or find some money to invest in your business. Once you do that, then there's an option for you.

## Option #1: OptimizePress Theme for Wordpress

<http://idigplr.com/go/optimizepress/>

OptimizePress is a Wordpress theme created for businesses big and small but in reality it's way more than just a blog theme!

Using OptimizePress you can build professional business websites, high converting landing pages, sales pages and membership sites without needing any technical skills. It's drag and drop easy, plus it comes with so many templates out of the box for you to build squeeze pages, thank you pages, event pages, sales pages and more.



## **Option #2: Ultimate Squeeze Page Template**

Copy the contents of the ultimate squeeze template from your download package.

*copy: "... 5 - Templates / Ultimate Squeeze Page / [COPY ALL FILES]"*

Paste all the template files into your lead magnet directory HTML folder.

*paste to: "... [your lead magnet] / HTML / [PASTE ALL FILES] "*

### **3. Edit default.htm text**

Open your html editor of choice. I like Dreamweaver but there's many options out there. [CoffeeCup](#) and [KompoZer](#) are two free HTML editors that are good options if you're working on a tight budget.

*open file: "... [your lead magnet] / HTML / default.htm"*

Edit the title text.

Search for " <!--EDIT TITLE TEXT-->" and below it you will find the title text area to edit.

*ex: " <title>CONSULTING PROFITS</title>"*

Edit the top header text.

Search for " <!--EDIT HEADER TEXT-->" and below it you will find the header text area to edit.

*ex: " <h1 class="text-center">HOW TO PROFIT WITH LOCAL INTERNET MARKETING</h1>"*

Edit the sub header text.

Search for " <!--EDIT SUB HEADER TEXT-->" and below it you will find the sub header text area to edit.

*ex: "<h2>DOWNLOAD "CRUSH IT LOCAL" AND MAKE MONEY HELPING LOCAL BUSINESSES <u>IN YOUR AREA</u>!</h2>"*

Edit the benefit bullets

Search for " <!--EDIT BENEFIT BULLETS-->" and below it you will find the bullet points to edit.

*ex: " <li><b>HUNDREDS OF BUSINESSES IN YOUR AREA</b> NEED YOUR <u>EXISTING INTERNET MARKETING SKILLS</u></li>"*

Save your changes to default.htm

#### ***4. Edit default.htm hero shot***

The hero shot is the big eye ball grabbing image of the product. It's well worth the time to experiment with different images in this slot.

Other options for the hero shot include images of the results from the information you are sharing. Like if your product is about making wooden decks, a picture of a beautiful deck can be used as the hero shot. Or people enjoying the deck.

You are only limited by your own imagination here. Just make sure to be creative! People love pictures and our brains feel emotion when it sees pictures. If you can invoke a good emotion with your hero shot, your prospect is more likely to give you their email address so they can receive your lead magnet.

Copy the 580x499.psd hero shot template from your download package.

*copy: "... 6 - Images / Photoshop / 580x499.psd"*

Paste all the template files into your lead magnet directory HTML folder.

*paste to: "... [your lead magnet] / Images / Photoshop / 580x499.psd"*

Open with your graphics editor and create your hero shot.

*save for web and devices: "... [your lead magnet] / HTML / images / 580x499.gif"*

If you save your hero shot as a .gif and don't change the name, it will automatically update inside your default.htm squeeze page when you view the page in a web browser. If it doesn't update, be sure to refresh the page. If it still doesn't show the updated image, clear your browser cache and open the squeeze page again.

## ***5. BUTTON CLICK: The Two Stage Pop Up***

This is where it gets a little tricky depending on what you want to happen when the prospect clicks your call to action button.

The type of landing page we are teaching relies on a two step opt in process and it presents the user with what's called micro commitments.

The idea is that you don't want to scare your prospect away by showing them an opt in form right away. You want them to take a micro commitment and click the download now button. You want to make it as easy as possible for them to take the next step. THAT'S a micro commitment.

It's the easiest possible action for them to take to get one step closer to your funnel and an eventual conversion.

When they take that small step that's when you ask for their personal email information and not a second sooner.

There are several ways to create this two step opt in. I'll start with my favorite (easiest) and a home grown free option that uses JavaScript to pop up a new window.



## Option #1: Engagifire Animated Popups

<http://idigplr.com/go/engagifire/>

Engagifire Popups is one of my top 5 tools that I can't live without. This simple and inexpensive tool lets you create popups that trigger when your prospect clicks a button. This is a lot like Lead Pages does with their "Lead Boxes" but the difference is that with [Engagifire](#) you won't have a recurring subscription expense and it's very inexpensive to buy a site license and own it for life.

Not only can you trigger your pops with a button click but you can also make them time delayed or trigger when a user starts to exit your site (exit intent) so it's very flexible and they are adding features all the time.

The difference between [Engagifire](#) and all of the other pop software is that Engagifire lets you animate your exit pops with different effects like a bounce in for example or my favorite the "rubber band" effect.

The best way to see what you can do with Engagifire is to see some examples.

1. This is a live lead generation page used at AffPortal promoting the Ultimate Squeeze Page as a lead generation tool.

[Click Here To See The Example In Your Web Browser](#)

Both the **button click** and the **exit intent** pop ups were created using Engagifire.

2. This is an **exit intent** example from the creators of Engagifire. When the page loads, if you are on a Mac or PC try to exit the page and you will trigger the exit intent popup. Mobile users have a slightly different experience but their pop technology is fully mobile compliant as well.

[Click Here To See The Example In Your Web Browser](#)

To use the Engagifire platform on your squeeze page there's a few simple steps.

Step 1: build your campaign and pop up inside the dashboard and connect to your auto responder.

Step 2: add the integration code to your website.

These popups will work on your site if you are using Wordpress or not.

[Engagifire](#) has a universal option for any other type of webpage, so regardless if you are using another CMS platform or even just a plain HTML page, Engagifire will work for you.

Step 3: test your squeeze page to make sure the leads are being collected inside your auto responder.

## **Option 2: Free Java Script Light Box Pop Up**

This is the free version of the two step opt in and is not as pretty, does require you get your hands into some html code but it's free and is still in the micro commitment theme we are going for here.

So you will be using our "default\_Lightbox.htm" template file and you will need to create an opt in form inside of your auto responder that you will paste into this squeeze page html code.

It's not that difficult but it does require a little technical work. On the other hand, it's a great learning experience if you don't already know how to make a light box popup on a button click event.

Here's your steps:

Step 1: Create your opt in form inside of your auto responder. Copy the opt in form code and save it to a text document so you can copy and paste it later after we get the squeeze page done.

Step 2: Edit the lightbox enabled .htm page.

*open file: "... [your lead magnet] / HTML / default\_Lightbox.htm"*

Copy over the header text changes you made to the top header text in default.htm.

Search for " <!--EDIT TITLE TEXT-->" and below it you will find the title text area to edit.

*ex: " <title>CONSULTING PROFITS</title>"*

Search for " <!--EDIT HEADER TEXT-->" and below it you will find the header text area to edit.

*ex: " <h1 class="text-center">HOW TO PROFIT WITH LOCAL INTERNET MARKETING</h1>"*

Copy over the sub header text changes you made to the sub header text in default.htm.

Search for " <!--EDIT SUB HEADER TEXT-->" and below it you will find the sub header text area to edit.

*ex: "<h2>DOWNLOAD "CRUSH IT LOCAL" AND MAKE MONEY HELPING LOCAL BUSINESSES <u>IN YOUR AREA</u>!"</h2>"*

Copy over the benefit bullet changes you made to the benefit bullet text in default.htm.

Search for " <!--EDIT BENEFIT BULLETS-->" and below it you will find the bullet points to edit.

ex: " <li><b>HUNDREDS OF BUSINESSES IN YOUR AREA</b> NEED YOUR  
<u>EXISTING INTERNET MARKETING SKILLS</u></li>"

Search for " <!--EDIT OPT IN FORM-->" and paste in your opt in code.

Save your changes to default\_Lightbox.htm.

Now test your new light box two step opt in form by opening default\_Lightbox.htm in your web browser, click on the call to action and submitting the pop up form.

## Chapter 9: Create Your Thank You Page



### Your Thank You Page

The thank you page is where your prospect is sent after they fill out your opt in form and submit it. It's the very next contact they have with you and your services and it's a great place to offer them a low ticket upgrade.

It's right in line with the micro commitment theology. This prospect clicked your ad, they clicked your two step opt in call to action button, they added their email to a form and submitted it. Now is a perfect time to let them know about a valuable offer that's just going to cost them few bucks.

This concept is called the "Self Liquidating Offer" (SLO) and what the goal of this low dollar offer is to pay for your traffic. Say you spend \$7 to get 100 visitors xyz traffic source to your squeeze page. If 10% of those visitors opt in to your list, those 10 prospects will see your thank you page. If 10% of those visitors pay you \$7 for the upgraded information, your campaign is free. Your list building efforts are free. It's 100% free, uber targeted paid traffic and you can now scale out your ad budget because it's "Self Liquidating".

That's the goal: to get your traffic to pay for itself using an attractive ad, a solid lead magnet and an irresistible self liquidating offer (SLO).

I'm not saying that it's easy and it does take some testing. BUT, if you are providing valuable information that people want in your lead magnet, and

are able to put together a SLO that warm traffic will pay \$7 for, you are 100% on the right path!

Remember, to build an online business and your financial security, it takes steps. These are the steps that you need to take, one after another, to build your success online.

How do you eat an elephant?

One bite at a time...

Now let's build your thank you page and liquidate some of this traffic into some real income!

## **Building Your Thank You Page**

OptimizePress is a great option for easily building your thank you pages and including a Self Liquidating Offer.

If you are using the included HTML templates, here's what you need to do to create a thank you page using the thank you page template.

Open your html editor like we did with the default page.

*open file: "... [your lead magnet] / HTML / thankyou.htm"*

Edit the title text.

Search for " <!--EDIT TITLE TEXT-->" and below it you will find the title text area to edit.

*ex: " <title>CONSULTING PROFITS</title>"*

Edit the top banner text.

Search for " <!-- EDIT TOP BANNER-->" and below it you will find the top banner area to edit.

*ex: " <a href="http://affportal.com/landers/4WeeksFree.aspx"></a>"*

You will want to edit the link that your banner will link to, and the image used in your banner ad.

Save your changes to [thankyou.htm](#)

There's tons of items to test on your thank you page and it's up to you to figure out what combination of banner ads, ad copy and offers resonate with your prospects and result in low dollar conversions with your SLO.

Above all, remember your goal here.

You want to present them with a low barrier to entry, low cost item that pays for your traffic so that your promotion is self liquidating. If you make a few bucks, that's great and all, but making money at this step is not the main goal.

On the other hand if you lose a few bucks but pay for 1/2 of your traffic, you're on the right track. Just optimize your SLO until it pays for itself.

## Chapter 10: The Next Steps



### Send Initial Traffic

Your first traffic will tell you the most out of any traffic you send to your landing page.

This is a time where you can launch 4 different ad versions and figure out what's getting you clicks to your page

### Optimization Flow

Here's a little break down on optimization and what to look for.

*Are you getting clicks?*

NO: change one or more of the following and retest

- change your ad images
- change your ad copy

YES: move to next question

*Is your squeeze page converting into leads?*

NO: change one or more of the following and retest

- add a new hero shot



- add a new headline
- add a new sub headline
- add new benefit bullets

YES: move to the next question

*Is your thank you page converting on your SLO?*

NO: change one or more of the following and retest

- change your thank you page text
- change your SLO

YES: start working on your email follow up series

## Additional Information



This guide has everything that you need to build yourself a solid lead magnet as long as you follow the plan step by step. It's based on a tried and true methodology using resources that are used by thousands of digital marketers worldwide.

It does take real work and we do not guarantee that you will make anything when you use this game plan.

That being said, if you do want to create a evergreen business promoting offers to people in a specific niche, list building is truly the way to go about it. Working through our game plan will allow you to build a list using paid traffic that has the potential to pay off for years to come.

Now get to work and build yourself an email list.