

EASY WAY

# LEAD MAGNETS



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

# Easy Way Lead Magnets Checklist

Congratulations on your purchase of Easy Way Lead Magnets!

So let's go over what you need to do to build your next lead magnet and lead generation campaign to start gathering leads in your niche.

This checklist contains an overview of all the steps you need to complete to launch your next lead generation campaign.

## 1. Concept Research

Your first step is doing concept research which is comprised of researching the following

- ☐ Keyword Research: research keywords, keyword phrases and related keywords in the niche to make sure there is adequate demand in the search engines before you start building your lead magnet.
- ☐ Audience Research: research the audience in Facebook to insure that there is an adequate audience to promote to in Facebook Ads to start with.
- ☐ Test Lead Generation Campaign: this is an optional step and is comprised of launching a test squeeze page and sending paid traffic to see if there's initial demand for the lead magnet before you ever write it.

## 2. Starting Organized

Before you start building it's important to get a good filing system in place before you begin gathering information and creating files.

- ☐ Copy the directory template from your download package into your lead magnet directory and rename it according to your niche product.

## 3. Curating PLR Content

Start gathering your Private Label Rights content.

- ☐ Find niche specific PLR content and save it to: "... [your lead magnet] / Content / PLR / [plr content file]"
- ☐ Make sure you have adequate Private Label Rights to repurpose the original content.
- ☐ If you only have Resale Rights then you can legally use the content as a source of information but it must be rewritten from scratch similar to doing research for an article or a term paper.

## 4. Naming Your Lead Magnet

All successful lead magnets start with a catchy title.

- ☐ Use high volume keywords in your lead magnet title.
- ☐ Look up similar books in the Amazon best sellers list to swipe inspiration for your title.

## 5. Create The Artwork

Packaging is everything and using top quality artwork in your creatives is mandatory.

- ☐ Pixel Studio FX is an amazing low cost solution to create the highest quality graphics possible and should be seriously considered.
- ☐ Our Photoshop templates along with the included action scripts is a great way to make your product mockups if you have Photoshop.
- ☐ A third option for graphics is to outsource but outsourcing may take up to a week or more to get the finished graphics.

## 6. Create The Ebook

Now that the Artwork is done, it's time to refocus your energy on repurposing the PLR content and assembling a valuable ebook.

- ☐ Copy the template from: "... 5 - Templates / Ebook Template.docx"
- ☐ Paste the template to: "... [your lead magnet] / Content / Ebook / Ebook Template.docx "
- ☐ Rename the ebook: "... Internet Business / Content / Ebook / [title].docx"
- ☐ Add cover art to first page
- ☐ Add an introduction
- ☐ Add content
- ☐ Add table of contents
- ☐ Export to PDF

## 7. Create Your Auto Responder

The auto responder is the engine that powers your email machine

[Get Response](#) (highly recommended) - Since 2007 I have used a different auto responder service but recently switched to Get Response thanks to them fully supporting single opt-ins which eliminates the need for your prospect to confirm a second time that they want to be on your list.

- ☐ Create a new list in your auto responder
- ☐ Create a lead capture form (if needed)
- ☐ Use single opt in feature to create the largest possible email list
- ☐ Add first email to be sent automatically as soon as a new prospect joins your list and send them a download link for the lead magnet
- ☐ Create a follow up series with a mixture of good quality content along with niche relevant (or demographic relevant) promotions.

## 8. Create Your Squeeze Page

Your squeeze page is the very top of your funnel and should be focused on having the user make micro commitments towards entering your funnel.

- ☐ [OptimizePress](#) theme for Wordpress is one of the best options out there for creating high quality professional squeeze pages without the need for a recurring subscription to a third party service like Lead Pages or Click Funnels. There is no coding involved and it's drag and drop easy to edit.
- ☐ The Ultimate Squeeze Page Template included in your download package is a time tested style of squeeze page that is fully mobile responsive. It does require that you dig into the HTML code to customize it to your offer using the instructions in the ebook.

- ☐ Edit the hero shot to be used on your squeeze page using the included template using a good graphics editor like Photoshop, Gimp or Pixlr.
- ☐ Create a two step opt in using either the included JavaScript template or an animated pop up service. We recommend [Engagifire](#) for easy to build pop ups that can be animated and connects directly to [Get Response](#) to easily add new leads to your email list.

## 9. Create Your Thank You Page

The thank you page is where you have your first opportunity to present the new lead with a very low cost offer that can potentially pay for your advertising expenses.

- ☐ Create a thank you page with either OptimizePress or by editing the included HTML thank you page template.
- ☐ Add an offer to the thank you page with a good solid presell.

## 10. The Next Steps

At this point the research is done, the lead magnet is built.

Here's what's next for your lead generation campaign:

- ☐ Send initial traffic.
- ☐ Analyze the first \$5 - \$10 worth of traffic and begin optimizing right away.
- ☐ See the ebook for a suggested optimization flow.

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