

Thought Leaders
BUSINESS LAB

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3 Lead Magnets That Are Working Well Right Now

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What are lead magnets?

Lead magnets are what you offer to your prospects in exchange for their contact details.

We use multiple lead magnets in our business, and use them at different times depending on our promotions. They are an important part of your business to build your list and attract new leads.

But not all lead magnets are created equal. Lead magnets need to attract leads by being magnetic. An example of a lead magnet that isn't very magnetic is an Ebook, as they have a low perceived value.

On the other hand, the best lead magnets today are those that people believe have a deeper value.

The days of giving away PDFs with a "that'll do attitude" are gone. People today will not give you their email address in exchange for something they don't believe is valuable. As a thought leader, it's important to offer your leads something that will demonstrate your expertise and authority as a thought leader.

Here are the three lead magnets that Tim and I see working very well right now.

1. A Diagnostic Tool

This can be in the form of a quiz or a score card. However, we're not referring to a quiz intended for fun like "Which Disney Princess Are You?" Instead, think about how you could use a quiz to give you a good prospect or lead. This is a tool that will help us educate our ideal prospect on the gap they may be experiencing.

When addressing the gap, you're not providing the answer to their problem. The key is you're only shining a light on the gap that they may not even be aware they have, and then pointing them in the right direction. You only have to fill the gap so you can begin building the relationship.

Here's a great example of an effective marketing diagnostic tool. This is a tool that Tim helped develop to help you identify where your strengths and opportunities are in your online marketing. It'll help you allocate your resources effectively.

If there's a weakness in your lead generation, the tool will provide you with additional resources to aid your lead generation efforts and help you close sales.

This is a powerful diagnostic tool not just because it answers people's curiosity but it also provides value in helping your prospect take the next step.

Personally, I use "The 20 Questions To Ask A Prospective Business Coach". This is a little different from a quiz because it's more of a scorecard. It helps people understand what they need to look out for when they're looking for a coach.



2. A Physical Book

This is extremely valuable and we're seeing great effectiveness especially in paid or self-liquidating funnels. You give your prospects a copy of your book, and they pay for the shipping costs.

By doing so, it creates tangibility. If you've ever seen me on camera, you'll know I have a bookshelf filled with books in my office, and I reference them daily. I know that the authors of these books are experts in their field.

Books are not just a great way to share your methodology, they also have thud value. You know, when you drop a book it makes a sound. It got some weight in it. There's something magical about holding a book in your hands.

I'm a book lover and a book nerd so I really value being able to flip through the pages and read through it. Furthermore, the word author is in the word authority.

Books are a great opportunity to share your models and expertise and stories as well.

Keep an eye out for my upcoming book, "Unlock Your Genius".

3. Mini Workshops

I love this one! These are online workshops like webinars or online masterclasses. Mini workshops are an excellent way to provide prospects with more information, more value, and more tangible results.

Mini Workshops are a great way to provide teasers for your larger programs. These can be an hour-long workshop or you can stretch it over in a span of three to five days with pre-recorded material with live-online interaction.

I love this model because it's no longer a webinar where your audience only gets to listen for an hour. When doing mini workshops you should provide your audience with real-actionable advice, tactics, and training that they can implement immediately to get a quick win.

Remember, implementation has really good value especially for people who are leading busy lives. That's because everyone is busy no matter what their niche is.

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