



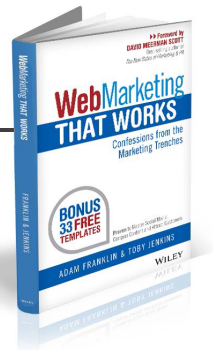
# HOW TO BECOME AN ATTRACTION BUSINESS WITH DIGITAL MARKETING

Part #2: Lead Magnet Checklist



*By Adam Franklin*

**Co-author of *Web Marketing That Works* (Amazon #1 bestseller) and co-founder of *Bluewire Media***



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This is a transcript of the video training you can watch at:

<http://www.bluewiremedia.com.au/2-attraction-business-lead-magnet-checklist>

## WELCOME



In the last video I showed you the first step towards becoming an attraction business and freeing yourself up from being a chasing business, and when it comes to digital marketing it all revolves around your ideal buyer, or your buyer persona. If you've watched that video, that's fantastic. You'll have your buyer persona template filled out. If you've not watched the video yet, please go ahead, go back and watch it so that you can define and document your buyer persona because once we've worked that out, everything else starts to fall into place.

What I'm going to show you in this video is the next step towards becoming an attraction business. Now we've got our ideal buyer in mind, the next step is to uncover content that helps them achieve a goal or solve a particular problem. The good news is, it's a lot easier than you think. However, it is a step that many marketers and business owners overlook. Before I reveal what that is, I want to reassure you that it's going to be a lot easier than you think even if you're currently overwhelmed, even if you're currently feeling like you're not digitally savvy, even if you're worried you don't use Facebook or understand Facebook ads, even if you feel like you don't have any credentials or you don't like talking about yourself.

This isn't about you. It's all about your customer. It's all about your ideal buyer. Rest assured it's going to be easy, and the work that we do once is going to continue to pay off months and years down the track. It really is the gift that keeps on giving.

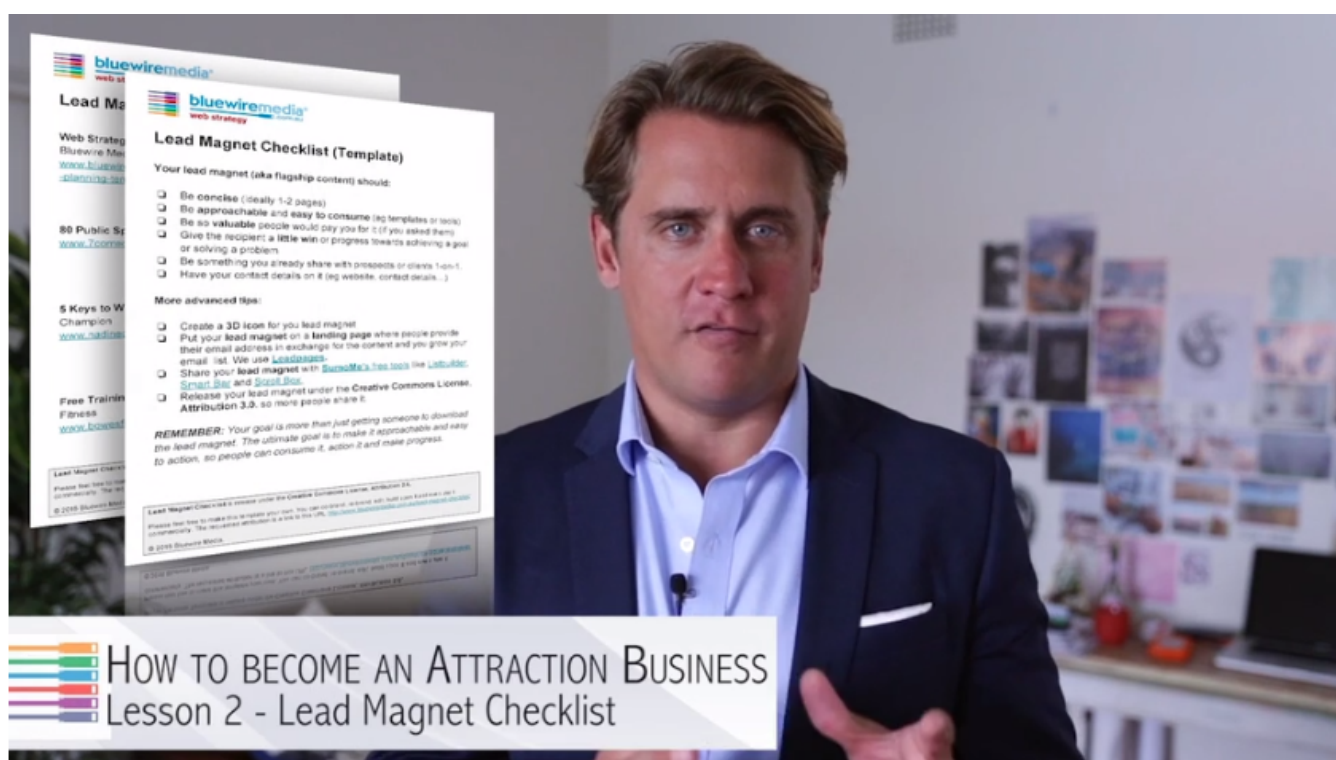
Before we go into the lesson, however, I also want to reassure you that it's okay to make mistakes. We're human beings and when we learn something new, inevitably there's going to be times where we stumble and we learn from that and we get better. I've made plenty of mistakes. In fact, I remember my very first BlueWire News email. It was over a decade ago now, but I remember it vividly. I was sitting in Brisbane at my computer and I had drafted it, I got my designers to design it, the developers to develop it, and I had double-checked, triple-checked it, quadruple-checked it, and I was building up the courage to hit send. In fact I was actually sending it out to 600 or 700 people who were on my mailing list, friends, family, and people I had met in the first few months of business. Now, I built up the courage to hit send and sat back in my chair and waited for the email to come into my inbox.

When it arrived it read, "Dear Adam," and I realised then that I'd sent "Dear Adam" out to every single subscriber on the mailing list. It was so embarrassing. It wasn't the look that I was going for, having just started a marketing company, but you know what? After I had gathered my thoughts and regained my composure I worked out that I just had to own up to my mistake, email everybody back, and call them by their proper name. Don't be afraid if you do make mistakes. It's what makes us human.

Even once I'd been in business for quite a while, I was leaving a meeting with a good quality prospective client in the city here in Sydney, and the meeting had gone well. He was familiar with my templates, he knew a lot of my body of work and, as he walked me to the door, he put his hand on my back and said Adam I would love to engage your firm but we're not going to be able to. You see, we're a family-friendly company and the video on your homepage just isn't acceptable.

Now, I was taken aback because the video on our homepage was literally Toby and I talking to the camera, introducing them to our company. But you know how excruciating it can be to watch yourself on video and to listen to yourself speak? Well, I had never watched the video all the way through to the end, and you know how with YouTube it gives you suggested videos based on the content of your video? Well, this video was called Adam and Toby Welcome You to Bluewire Media. I left the meeting, fired up my computer, and watched the video on the homepage all the way through to the end, and it was only when I got to the end that I discovered that "Adam and Toby" was also a series of erotic videos. Again, not the look that I was going for.

Fortunately, despite this hiccup because we were an attraction business and he was familiar with our body of work, it was enough for him to give us a chance to disable the YouTube video feature and we went on to do a bunch of work with this client. He would have spent easily six figures with us and continued to refer us many projects as well. The moral of the story is yes, you probably will make mistakes, after all, we're all human beings, but don't let that put you off. Own up to them, move on, continue to build this marketing asset, continue to build this attraction business. Now, let's head into the studio for today's lesson.



Welcome back to the studio for the second lesson on how you can become an attraction business and move away from being a chasing business. Now, it all revolves around your marketing, and if you recall in the first video, we spoke about buyer personas. You call that your ideal buyer. You might call it an avatar. It all means the same thing. If you've not watched that video yet, please feel free to head back and check it out and fill out your buyer persona template.

In this video we're going to look at how you can actually help your ideal buyer take that first little step, have that first little win, because if you can help them on that journey then they're not only going to get lots of value from you, but they're going to feel good about you. They're going to trust you. They're going to know, like, and trust you hopefully, and these are the first steps to becoming an attraction business. Now, the good news is that this is a lot easier than you think, particularly if you're worried that you don't have technical skills or you're worried that you don't really

understand social media, or you're worried that you don't have anything valuable to contribute. Don't worry about those yet, because what I'm going to show you is incredibly simple and it continues to pay dividends for weeks and months and years down the track.



What I'm talking about is a lead magnet. Now, if you've not heard that expression before, maybe you've heard the term flagship content, which is what I use in my book, *Web Marketing That Works*. The same thing. A lead magnet, as the name suggests, is a magnet for attracting leads into your business, so it's a piece of content that you give away as a gift that people can download and it attracts leads. Now, flagship content that I use in my book, the expression means that it's a piece of content that you're known for. It's a piece of content that's so valuable that people would pay you if you ask them but you give it away as a gift, again, for the same reason, to attract people into your business. So a lead magnet, flagship content, means the same thing. The reason this is so powerful is because you do it once and it continues to attract people into your business every single day.

Now, if you're familiar with Bluewire Media, then chances are you're familiar with our Web Strategy Planning Template. That is a one-page, double-sided PDF which we created in 2010, and the good thing about it is that we just put it on our website and people started downloading it. We originally created it because we wanted our prospects and our clients to understand how their web universe fit together so that they were empowered and they knew what was going on with all of their digital marketing. Now, the great thing was it helped our prospects, it helped our clients, but more importantly when we published it to our website, people all over the world could benefit from it too. People could download it, they could share it with their friends, and more importantly they could use it and they could take that first step of their own journey.



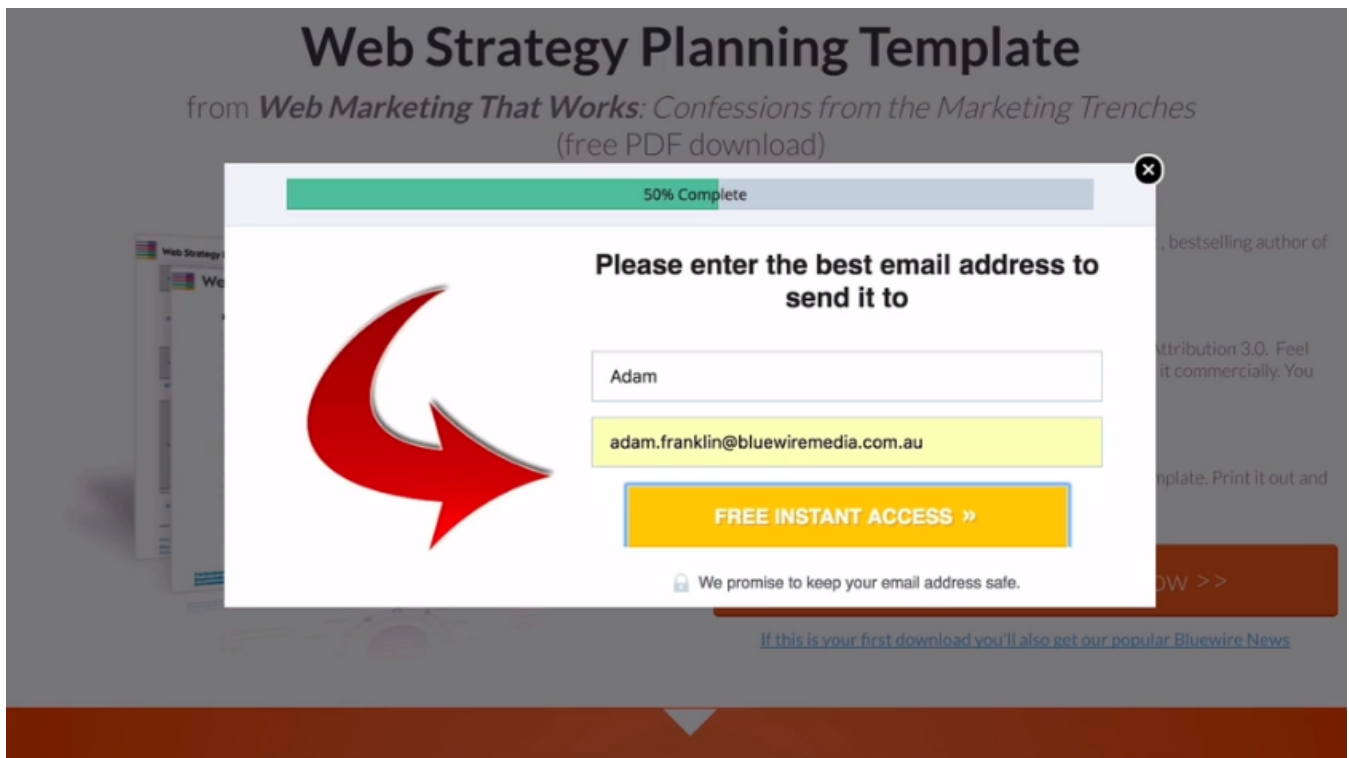
There's a few things to keep in mind when it comes to uncovering your flagship content. Now, the reason I say "uncover it" is because chances are it already exists. You just haven't identified it yet. Chances are there's something that you show prospects in a one-on-one meeting. Chances are there's something that you send somebody via email who's considering doing business with you or maybe it's just something in your head that you tell people in a meeting. These are things that could very easily be shared with the world, not just in a closed setting one on one. What I noticed when I shared our template with the world is that you can be adding value to all sorts of different people and they can then discover who you are and they can then inquire.

That's the whole idea of a lead magnet attracting people into your business. You don't need to have technical skills. You don't need to worry about all these other things, but you do need to think about what it is that's valuable for your buyer persona. Ideally, you're helping them solve a problem or take a step towards one of their goals. Let's look at what works well for a lead magnet and what doesn't.



The thing that works well is if it's short, concise, and consumable. There's no point drowning people with every single thing you know about your particular industry. That's just going to overwhelm people and they're not going to consume that piece of content. Keep it short, make it valuable, and you want the person who's downloaded it to be able to put it into action and feel like they've made progress. Feel like they've been able to implement it and make that first step on their journey. Once you do this you're going to empower them and they're going to be even more attracted to doing business with you. Now, it should have your details on it because you do want to allow people to get in touch with you, particularly if your piece of content is so valuable that people share it with their friends. Then there should be a way that they can get in touch with you as well. So short, concise, have your details on it, and publish it to your website. If you want to get more advanced, then we'll talk about landing pages in a second. What happened in our personal journey is that for the first six months we put our planning template up on our website totally free. People could just click on it and download it and it was wonderful. Hundreds of people everywhere were downloading it, which was a great feeling, but one of the challenges with that was we didn't know who they were and we had no way of continuing to communicate with them.

What we decided to test out one day was putting the PDF, the template, up on a landing page. Now, landing page is just jargon. It means a page on your website where you put your PDF or you put your template, and it's basically a mechanism whereby people put in their email address and they can download your content. In real life it's a bit like a business card swap. If somebody met you and they liked what you had to say, you might say, "Here's my card. What's your details? Let's give each other permission to stay in touch." It's exactly what's happening on a landing page.

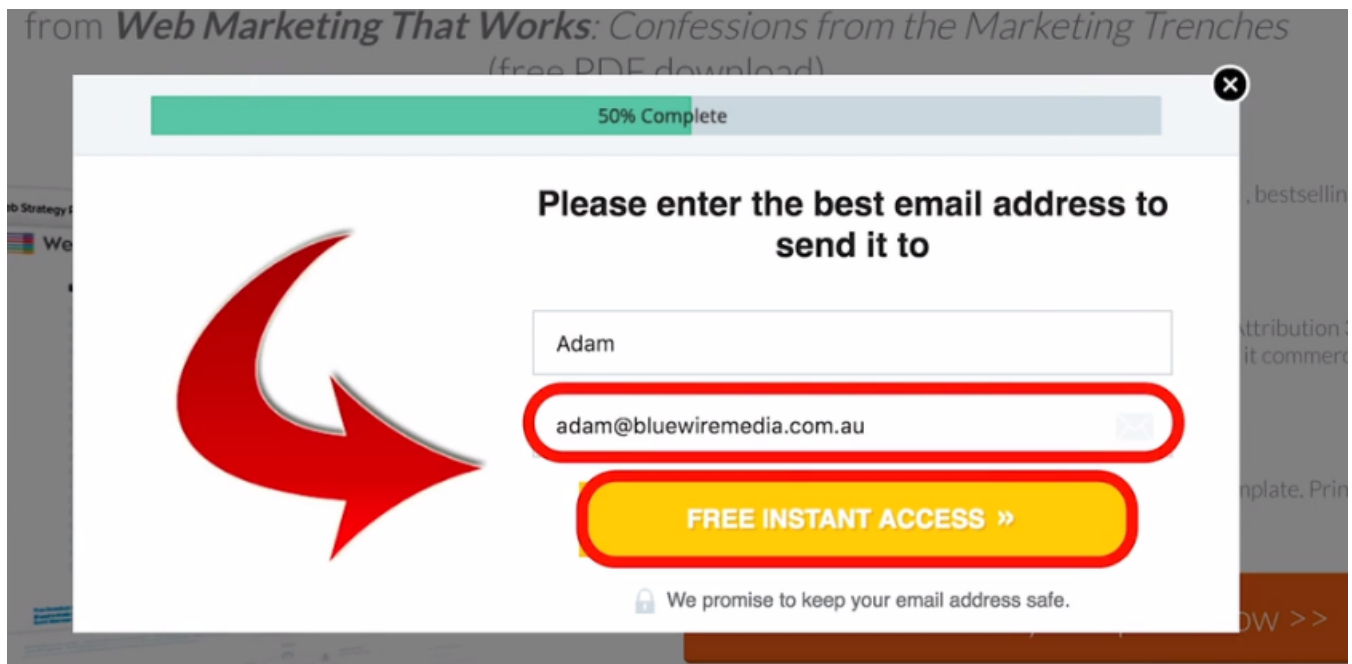


Don't worry, this is often the most difficult part of this whole training to understand, so if it's not super clear just yet don't worry. Just think about what you can be producing as a piece of flagship content. Basically, a landing page allows people to tell you who they are to identify themselves and say, "I'm interested in downloading this and I give you permission to keep in touch with me." When we did that on the landing page for our planning template we then knew who these people were, we could communicate with them and continue to deliver value over time.

I've talked a little bit about landing pages for the more advanced people watching this video and there's a total science to landing pages to get good conversions and everything else. In fact, there's more than half a dozen steps which I flesh out in my online training programme, but the most important thing to keep in mind is that a landing page is a single purpose-built page on your website, like it has its own URL. The second thing is that it's totally distraction free.



There's really only one choice for people to make. Are they going to download your flagship content or not? The third piece of the puzzle is that there needs to be a mechanism for that person to actually identify themselves and type in their email address. That might be a big button that they click and then put their email address into a popup form, or that form might just literally be on the page. Those are the three most important things, so if you are setting up a landing page keep those in mind. If you're not as advanced and you just want to share your lead magnet or your flagship content with the world, just start off by sharing it on your website.



Now, for us, when we decided to share our Web Strategy Planning Template, that led to thousands or tens of thousands of people downloading that piece of content. It grew our email subscriber list substantially. It led to dozens of speaking engagements. It led to really good quality consulting work. That is the name of the game. With a lead magnet you are attracting the right types of people into your business. You've started from a place of generosity, you've added value to their world, and in doing so you're attracting people in. It doesn't need to be technically tricky, it doesn't need to be confusing, but just share something really valuable with the world, encourage people to share it and use it, and you will be starting to attract people in. Then everything else that you do with your digital marketing revolves around this lead magnet for your ideal buyer.

If that makes sense, that's wonderful. Those two things people tend to skip over and wonder why their marketing doesn't have that traction. If you get these two things right, then you are well and truly set up. These are the two things for me personally at Bluewire that have had the biggest impact, so focus on those and then we can amplify the results with everything else that we cover soon.

I've talked to you about the impact that our Web Strategy Planning Template has had on our business, but it's not the only template we've created. Once we realised that this worked, we then created 33 marketing templates for our book, Web Management That Works, so chances are you've even seen those. They're a free download on our website. It's not just us that this has worked for. You'll see when you visit websites all types of different gifts that people will offer you and that's exactly what's happening. It's what students of ours have done in the past. It's what people that have read our book have done. We've got the Bowes Fitness Free Training Diary template, which you can download from BoweFitness.com. You've got David Nihill's 80 Speaking Tips to Make You a Funnier Speaker. You've got Nadine Champion's Five Key Steps to Winning in Life.





These are all examples of flagship content that people have made available on their websites and it's a very, very powerful form of marketing. It doesn't matter what industry you're in, there is definitely something, whether it's a template or maybe even a short video course, that you can share so that you can attract people in. I want you take the time now to think about what your flagship content is. Chances are you're uncovering something that already exists. If not, go ahead and create it.

Now, for the people who are more advanced, I just want to share with you a couple of the tools that I use to share my flagship content. The first is I use LeadPages to house my content on a landing page. Leadpages.com is the website to visit for that and I use the SumoMe suite of products.

It's free. There's another tool that they offer called Scroll Box, which again is an opportunity to make an offer of your flagship content to somebody visiting your website. What happens is when you scroll down a certain percentage of the page, up comes the little option to put in your email address. There's another product called Smart Bar, where you'll see the bar hovering at the top of a webpage. Now, these are all ways that you can share your flagship content, or your lead magnet, same thing, with the people who visit your website. They're from SumoMe and you can start using those for free. These are some of the pro tools that I use which you may like to use as well.

Okay, so to recap. Focus on your ideal buyer. Get crystal clear on that person. Then create that piece of content which we call a lead magnet or flagship content, and if you're wanting to be super advanced, house that on a landing page and use those SumoMe products to help share that content with the world. That concludes the second lesson on how to become an attraction business. I'm hoping it's making sense so far because if you know your buyer you can deliver value, that is the foundation for everything that we do next. In the next video I'm going to show you the eight-step blueprint of how everything fits together and works, but once you get these first two parts nailed down from these first two lessons, everything else just helps to amplify what you're already doing.





1. FOCUS ON YOUR IDEAL BUYER
2. CREATE YOUR LEAD MAGNET (FLAGSHIP CONTENT)
3. CREATE A LANDING PAGE USING SUMOME PRODUCTS

That's what's coming up in the next video. In the meantime I'd love it if you left a comment down below, ask me questions or give me some feedback, and in the next video I look to sharing exactly how your web universe fits together and the eight-step blueprint for becoming an attraction business.



*My name is Adam Franklin  
and I'll see you in the next video.*

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