



Build Your Email List

Workbook

by Kay Allen-Carr



Hey, I'm Kay

Thank you for joining me in the Marketing, Money & Mindset Membership!

This workbook accompanies the Build Your Email List & Track Sales masterclass.

In this workbook I will provide guidance on how to review your lead magnet to ensure it contains everything needed for success.

If you haven't watched the masterclass yet I highly suggest you do that now before diving into this workbook.

If you have any questions please drop them into the member's only Facebook group.

To your success! 🥂🥂

Kay



Lead Magnet Worksheet

How to decide which type of Lead Magnet to create.

There are three primary types of Lead Magnets you can create.

A comprehensive guide which showcases your expertise in creating strategy, a tips-based guide which helps to solve a micro problem, or a pricing guide which helps you free up your time from facing pricing objections from unaligned clients.

Do you want to showcase your expertise in developing strategy A-Z?	Do you want to help solve a micro-problem to upsell immediately into a low ticket offer?	Do you have a lot of clients already and want to stop wasting time with tire kickers on discovery calls?
IF YES	IF YES	IF YES
Create a Comprehensive Guide Covering Multiple Topics	Create a Tips-Based Guide on One Specific Topic	Create a Services and Pricing Guide

You don't have to choose just one type. You can create more than one Lead Magnet. At this time if you want to create 2 or all 3, just choose which one you want to create first.

Lead Magnet Worksheet

How to Determine the Way You'll Share Your Lead Magnet

The most common ways to share a Lead Magnet is by offering a downloadable guide, hosting a live webinar, or offering access to a pre-recorded webinar.

There are pros and cons to each, and there is really no right or wrong answer.

Here are some questions to ask yourself to choose what's right for you at this time:

Does information related to your topic change frequently?

If so then you might want to host LIVE webinars so you're not always having to remember to re-record your on-demand webinar.

Is the information you're sharing difficult to understand and/or do you frequently get asked a lot of questions?

If so, then you might want to host a LIVE webinar so that you can take questions at the end to ensure attendees fully understand what you've shared with them.

Do you want to offer a fast action bonus for people to upsell into a paid program?

If so, then you will want to use a live or pre-recorded webinar over a free guide (you don't know when someone will actually read their guide but you do know when someone enters your webinar (even if it's pre-recorded if you're using software like WebinarJam).

Lead Magnet Worksheet

How to Determine the Way You'll Share Your Lead Magnet

Do you have a really strong and persuasive nurture series in place because your sales cycle is long (likely because you only sell high ticket)?

If so, then starting with a downloadable guide will make it "easy" for your Ideal Client to get on your email list, and you can allow your tried-and-true email nurture series to guide them along the customer journey.

Perhaps you have the email nurture lead to a pre-recorded webinar before introducing the upsell into your high ticket. I like this approach because typically you'll want to create a personal / emotional connection before selling high ticket.

Remember, at this point you really just want to get started with something if you don't have any lead magnet in place and you want to start building your email list.

If you think a webinar is the best option for you, but you're nervous about hosting a webinar then get started by putting out the best guide you can.

Whatever you do, remember the people who join your email list are individuals looking to you for guidance and support. Don't think of your list as a faceless, nameless number.

Do what you can to help the individuals on your list. When you do this you'll truly be nurturing them, and you'll see sales come through.