GetResponse List Building Program

Get Your First 1,000 Subscribers

Finishing your lead magnet

In our last tutorial, you did two pomodoros worth of work on your checklist. Basically, you just got the ideas for your lead magnet down on the page, and then had a little time to shape them up.

Now, you've got two more pomodoros to finish your lead magnet and upload it your site. Have no fear: You can do this!

Work session #1 (aka pomodoro #1)

Add finishing touches to your lead magnet

- Check for typos

- Make the writing as clear and simple as possible (take out all the "that"s)

- Use bullet points where you can

- Incorporate any new ideas you've had

- Read it out loud

- Use sub-headers every few paragraphs to make the text to make it easier to scan

Work session #2

Make it pretty

- Add images to illustrate your ideas (BUT… if you aren't finding a good image right away, don't spend half an hour looking for one. It's easy to blow a lot of time trying to find the perfect image)

- Use a type size that's easy to read… like 12 point type

In the footer, add

- Your website, name and email address

- A prompt to join your email list

- Your copywrite (©your company)

Finishing up

- Make your document into a PDF (go to "print"

  and "save as PDF")

- Upload it to your site

Congratulations!

You just finished your lead magnet. Remember: It doesn't have to be perfect… it just has to get done. There will be time later to go back and make it better, or to test it against a different lead magnet. For now, just get it done.

See you in the next tutorial. It's about how to set up your opt-in box… using this terrific lead magnet you just finished.