

PROFITABLE PRINT RELATIONSHIPS

The Successful Print Sales Circle

Worksheet 21: Creating a lead magnet

Step 1: Decide what sort of audience you want

It is much easier to brand a newsletter if you know what type of customer you want. This will affect the tone of writing, the design and the content. You might want to use the results of your first launch exercise from last month.

Write down your target audience

Step 2: Decide what interests your audience

What is going to make your audience sit up and read? It's unlikely to be the things so many printing companies write about: print, developments at their company and what they have been doing recently. It is important to put ourselves in the shoes of our audience. What are their interests and what can you help them with that will grow their business?

Here are some examples of what might interest an e-commerce customer:

- Increasing perceived value to allow higher prices (you can help with packaging)
- Increasing customer lifetime value (you can help with upsell vouchers)
- Practical fulfilment (you can help by managing this)
- Product ideas (that are printed)

Write down some ideas that will interest your target audience

Step 3: Decide what to offer your audience

Think about what information you can share. We'll go into this in much more depth in two months' time. Remember you won't have to write everything. Right now, think of what information you can offer that will interest your audience.

Here are some ideas:

- Resources
- Statistics
- Advice
- Case studies
- Latest industry thinking
- Samples

Write down no more than two lines that explain what the subscriber receives and why they should sign up for the newsletter

Step 4: Name your newsletter

It is much easier to create a name for your newsletter once you have carried out steps 1-3. The important thing is to be short and snappy and memorable. Aim for 4-5 words only. Focus on what interests your audience.

My newsletter is called "Views from the buyer". It's all about selling print but from the point of view of my buyer's experience. Another example could be the "E-commerce for small businesses newsletter". If that suits your target audience, they are far more likely to sign up than if you merely offer a company newsletter.

Write down your company newsletter name

Step 5: Decide your lead magnet

People are much more likely to sign up to an e-mail list if you offer something in return. This gift is known as a lead magnet.

What can you put together that will offer value to your audience? Here are some ideas of typical lead magnets:

- E-book
- Course
- Video series
- Tips sheet
- Case study
- Samples (but you need people to be prepared to give away addresses)

Remember, it is not the size of the lead magnet that matters: it is the potential value to the subscriber. We will cover this more in the next step.

Write down what form of lead magnet you will provide

Step 6: Describe your lead magnet

Now it is time to start explaining to your audience why they should sign up to this lead magnet. Here are some questions that will help with this:

- What is the potential value to your subscriber? Base this value on how it might change their business
- How much might your subscriber pay for this resource?
- How many new customers could they win?
- How much extra revenue or profit could they make?
- How much more efficient could they be?
- How much faster to market could they be?

You may have other questions which work better for the market you have chosen.

Write down no more than two lines that explain what the subscriber receives and why they should sign up for the lead magnet

Step 7: Name your lead magnet

Once you have carried out step 6 it is much easier to add a name for your lead magnet. Think of a headline name: what makes your lead magnet irresistible? Good names

- Tell a customer why they benefit from this resource
- Make them aware of a new process that they could use in the business
- Show a customer how to get rid of a pain (that they might not even be aware of)

My most popular lead magnet is called “Ten Common Print Selling Errors (And What To Do About Them)”. People wonder if they are making any of these errors: it is a little test for them. A good lead magnet title for an e-commerce company might be “How To Raise Your Average Customer Lifetime Value By Over 17% With Three Simple Strategies”.

Write down the name for your lead magnet

Step 8: Make sure your lead magnet is created

Writing and designing a lead magnet can be a big task which is very easy to put on the back burner. It is therefore important that you plan the production of this. Your creation outline will look something like this

- Plan
- Write
- Illustrate
- Design/create
- Check and approve
- Upload

Delegate each stage of the creation outline to someone. They may be part of your team or you may outsource parts of this. Make sure each stage has someone who is responsible for it and a creation date.

Step 9: Adapt your landing page

Now it is time to go back to your landing page and add details about your lead magnet. A good template for this is:

- Show the headline for your lead magnet in step 7
- Add the two-line description that you created in step 6
- Add an illustration of the front cover or first page
- Add any bullet points that say a bit more about what you receive
- Add a testimonial about the lead magnet
- Add a call to action along the lines of: "Sign up below to receive your copy right now"
- Add your sign-up form

Then action the list of mentions from step 3 last month. Add the headline and, if possible, the illustration in every call to action.

Step 10: Share your success!

Once you have carried out this exercise, you have the second stage of the right architecture for your e-mail list in place. This maximises your chance of people signing up. However, many people are often disappointed by their first experience of a newsletter. It is important to ensure that people who sign up receive instant satisfaction. This is called the onboarding process and we are going to cover this next month. For this month, your goal is as follows:

- Decide your audience
- Create a newsletter name
- Create a newsletter description
- Decide your lead magnet
- Name your lead magnet
- Create a lead magnet description
- Set up a creation outline for your lead magnet
- Complete your landing page and mentions

Fill in the table on the next page to make sure that you complete this task successfully. You may prefer to make a copy of it or create a spreadsheet. Remember, it is important to fill this in: this is your way to check that you are on track with this exercise and are taking action.

How did you find this exercise? Please share your results with us at circle@ProfitablePrintRelationships.com If you come across any challenges you will be able to raise them on the monthly group call. If you are a gold member you can ask any questions privately on your exclusive e-mail address.

Audience	
Newsletter name	
Newsletter description	
Lead magnet	
Lead magnet name	
Lead magnet description	
Creation outline complete	
Landing page complete	
Sign up mentions complete	