

PROFITABLE PRINT RELATIONSHIPS

The Successful Print Sales Circle

Video 21: Creating a lead magnet

Hello, and welcome to another month in The Successful Print Sales Circle. It's time to carry on our project with the email newsletter list. Last month, you built all the basics to make sure that you had everything in place to make sure you've got a newsletter list that will function in the best possible way. However, we still need to get people to sign up to it. That can be harder than you think, because like it or not, there's hundreds and thousands of newsletters out there all vying for the attention of your prospects. So why should they sign up for yours? Just as importantly, once they have signed up, how are they going to stay engaged with your newsletter?

Now research shows that typically most people are engaged with between 8 and 12 newsletters at any one time. So there's an awful lot you have to do to make sure that you're one of the ones that is top of their attention. One of the ones that they really look forward to seeing every month when it comes through. The first step in this is to make sure that your newsletter is something that's really attractive to sign up to and there's two ways to achieve this. The first is branding and the second is bribery and we're going to do a bit of both. Let's start off with the branding. I said last month, how many times do we see on a printing company page sign up here for the company newsletter for the latest news and special offers and it doesn't sound exciting. Why on Earth should I do that? Why should I care about the latest company news? No one tells me anything about those offers. If we want someone to sign up to a newsletter, we need to put ourselves in their shoes.

Why should they spend their time? Why should they share their data with us in return for us sending them that newsletter? Let's look at my newsletter. My newsletter is called Views From The Buyer and it's marketed purely at people who are selling print. My experience is the print buyer, so I call it views from the buyer. When you sign up, I share my experiences as a buyer with you, you receive a huge range of different resources, tips, strategies, and rents all based on my experience as a buyer and being sold to by printing companies. If you are in the business of selling prints, doesn't that sound more exciting than being asked to sign up for my company newsletter? How can you frame your newsletter in the same way? That's part of what this month we're going to go through on the worksheet.

The second part is how are we going to bribe people? Because our email addresses are precious. We're beginning to become more savvy about how we view our data. So why should we share an email address with a company who we know is then going to be in touch with us on a regular basis? Well, again, when you sign up to my newsletter list, if the offer of all my experience wasn't enough,

I'm also going to send you a copy of my e-book, 10 Common Print Selling Errors And What To Do About Them. It's a little test for you and it gets people thinking, am I making any of those errors? I'm just going to check through that and if they do see that I can help them with it as well. It's a 32-page A5 e-book and it would sell at £19 or \$29. So it's a valuable resource that I'm giving away and I tell people that. What can you give to your customers that they're going to find is useful, that they're going to value as highly?

When we go through these two stages, you are going to have a much better chance of getting lots of people to sign up to your newsletter. So let's dive in. Make sure you've printed out the worksheets and we'll go through the different steps to achieve both the right branding and the right bribery. If you follow these steps, you could get to the same level of success that I have. I have over 5,000 active subscribers at the moment, I have people signing up every week. You could do the same if you frame your newsletter in the right way, so let's dive in and get to step one. Step one is to think about who this newsletter is for. What sort of audience do you want? I've built my newsletter specifically around printing companies. What are you going to build your newsletter around? Go back to step one of the launch project that you started last month, because that's really going to help you think about the right sort of customers that you want to be attracting with your newsletter.

There's a delicate balance here because you can go really niche. I have a really specialist newsletter and you'll probably have some really good information going out on that, you'll get people engaged, but there'll be a limited number of signups. Or you can go wider in which case you've probably got more newsletters competing for the attention of your audience and people are possibly going to be less engaged, it's going to be harder to dive right into the interests of your audience. So have a think about just how deep you want to go and then write down a description of your audience and who it is that you are targeting, this newsletter at. Then we can move on to step two and step two is to decide what might interest your audience. So I've given some examples on the worksheet of what might interest an e-commerce audience and I just let you to write down the sorts of things that you think that you might be able to provide in your newsletter that would interest them.

Remember you don't have to research and write all this information, it's fine to share information from other sources as well. So with that in mind, what do you think you can share with your audience that will be of interest from them? Start writing this down because that starts creating the description for your newsletter. Step three is to decide what to offer your audience. So how are you going to offer that type of information? So again, I've given you a list of examples on your worksheet for you to work through and I just want you to spend some time brainstorming this. Steps two and three, really go together, hand in hand but by the end of this, you should be able to sit down and describe your newsletter in a couple of lines.

Remember how I described mine? It's a series of resources, tips, strategies, and rents, all aimed at printing companies from the buyer's point of view. Can you create a description that's similar to that, that would attract your audience for your newsletter? That's the aim of these two steps. Step four is to name your newsletter. Newsletters are always more memorable and more exciting when they have a name. If they just call it newsletter, everyone goes, so what it's just another newsletter, but if it has a name, then it's got a brand. So that's why I've called my newsletter Views From The Buyer. People remember that name, they remember the purpose of the newsletter and they know that it's more than just another boring newsletter with the same old company information that

comes out from so many other organizations. Once you've done step four, you've done a huge step in branding your newsletter.

So now it's time to move on to the bribery section and in step five, we're going to start creating what's called a lead magnet. A lead magnet is the gift that you give away when someone signs up to your newsletter. So in other words, it's the attractor. For many people, the offer of the information just isn't enough, they want to get something straight away. So it's important to offer them a gift in return for their email address and that's simply what a lead magnet is. Now in step five, I just want you to decide what you're going to create as a lead magnet, what works for you best? So my lead magnet is in the form of an e-book, but there are so many different things that people can offer. You might decide to use an e-book anyway, other people offer mini courses, they offer videos, they offer research, they offer tip sheets, there's all sorts of things that you can offer. So what form will your lead magnet take?

Once you've got an idea with what you're comfortable about creating, then we move on to step six. In step six, I want you to start describing your lead magnet, not in the terms of a 32-page A5 e-book, but why it's important to the person who's going to download it. So in the case of my 10 common print selling errors, are they making any of these common errors? Is that costing them customers? Is that costing them sales? What could they be doing to achieve more in their role as a sales person? Suddenly that's becoming a much more valuable offer than just an e-book. So what is it that your download is going to achieve for your audience? Even better, I want you to start thinking about this in monetary terms as well.

Now it helps if you say that you would normally sell your lead magnets at a certain price, but the real value to the customer isn't what they might pay for, it's the results that they can get for your company. So what would it mean for a local retailer if they could get five more customers a week? What would it mean for an E-commerce company? If they were getting more and more repeat business from their first-time buyers? These are the sorts of things where people are happy to give away an email address to get this information, to see if they can learn something from it. Now the information you put in there naturally it has to be worthwhile. If I get a lead magnet and it's just a quick list of things I already knew, then it's worthless to me and I put less value in the worth of the follow-up information that's going to come to me from the newsletter.

In fact, I might even unsubscribe straight away, but if I get something really worthwhile with some really good information, then I'm hooked, then I want to find out what's coming next. So what can you offer that will change the lives of the people who download this and make their company results or their personal results better? That's what you need to think about. Remember, this can be information that you share, it doesn't have to be brand new ideas and information, and then make sure you describe it in a way that is really going to attract people and make them want to download it. Then in step seven, it's time to name your lead magnet and again, we want that lead magnet to sound like something that someone really wants to download. So in my case that 10 common print selling errors and what to do about it, that raises questions straight away, is anyone going to be making those errors? I need to test that out.

I want you to think about your name for a lead magnet in the same way that you might think about a headline. In the worksheet, I've given you three different types of headline or title that you can work at and some examples so that you can think about creating a really powerful title for your lead

magnet. Then in step eight, it's really important. Step eight, we're going to make sure that our lead magnet gets created because a lead magnet can seem like quite a big bit of content creation. So we need to make sure that it's not something that just keeps dropping to the bottom of the to-do list. Now, the easiest way to make sure that you do actually create this is to block it into smaller chunks.

So rather than say, today I'm going to create an entire e-book, today I'm going to outline the content for it, tomorrow I'm going to write the introduction for it. These are small steps that is much easier for me to get my head around. It's much easier for me to think, "Yes I can achieve that today". The other thing to remember is you are not necessarily responsible for doing this all. So I've given you a list of the different steps for typical creation of a lead magnet in the worksheet and I'm going to suggest that for each of those steps, you write down who's going to be responsible for it and you're going to write down a date by which that step is going to be completed. Now, maybe you've got someone in your team who is maybe going to do some of this, so perhaps you're going to write some information and they're going to design it because you've got a designer in the team and then you will check through and approve it and they'll upload it.

Don't be afraid to outsource at this point. So if you have certain areas that are not your core expertise, get someone in, I'm always happy to help people with writing contents. You know lots of designers, you may know other writers out there as well, but sometimes it's just easier to outsource this, it doesn't have to be a really expensive project, but if you can outsource it, then it gets done quickly and you're well on the path to making sure that you're creating that lead magnet, that encourages people to sign up to your newsletter list because they want to download it. There are two more steps for this month and step nine is to adapt your landing page. So last month you had the landing page in place on your websites and you have the sign-up form. Now we want to make that landing page something which encourages people to sign up and download the lead magnets.

So on the worksheet, I've given you a very clear structure for what to write on your landing page, to make sure that you're covering all the key elements that encourage people to sign up. In addition, try and put the headline and if possible, an illustration, the front cover of your lead magnets in as many different places as possible. I gave you the list last month, but just make sure that if you have pop-up boxes on your website, or if you have it mentioned at the bottom of a blog article on a right-hand column, that you've got that illustration in there, now you've got the headline because you really want to make sure that people know about it and want to download it. Then we come to the final step, which is step 10 and of course that's to share your success. So by the time you've completed last month, and this month, you've got everything in place to encourage people to get involved with our newsletter and to sign up.

You've got a lead magnet, which is really going to work, you've branded your newsletter. Next month we want to make sure that we carry on with that experience and that people are excited to be engaged to your newsletter and enjoying the first few emails. This is called the onboarding process. We can automate it and we make sure that people are getting the right information straight away, which excites them, but also manages their expectations and gives them some really good information straight away. So I'll explain more about that and how you can put it into action next month. Right now, I would like you to make sure that you carry out everything you need for this month. So that's to make sure that you choose the right audience for your newsletter, that you describe on newsletter in the right way and you name your newsletter.

Then that you choose the right the lead magnet, you described it in the right way and that you name it and you have an action plan for making sure that the lead magnet gets created and, finally, you adapt your landing page and make sure that all the pointers have got the illustration and the headline for the lead magnets as well. You know where I am if you need help, if you're a gold member please do reach out with any questions or any challenges. Next week, we've got another podcast and this time I'm going to be talking about packaging. Then in two weeks' time, you get part two of the new product launch project. So you can carry on with that and then in three weeks' time, we've got our monthly call and I look forward to seeing you on that. But for now, I wish you success with carrying on with the newsletter list and I'm looking forward to seeing you in the next video.