

# ez Little Lead Magnets

*How to Create a Lead Magnet that attracts subscribers like kids to a candy*

A product of [Mr. B.O.L.D](#)

To help you make [[ [th@t million dollars](#) ]]

## **\$\$ ez Little Lead Magnets \$\$ - Attract Subscribers like kids to candy**

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## **Create a Valuable Free Report – Lead Magnet**

You can't just create an email list and expect people to join – you need to give them an incentive (a free report).

Here's how to your ez Little Lead Magnet...

### **Create a Free Report**

The first thing you need to do is create a valuable report, one with a high perceived value.

It also needs to be something that your prospects really want.

Tip: For simplicity's sake, I'll be referring to a free report throughout the following pages. However, you can just as easily create a free audio or video to give away instead. One instance where you may do that is the affiliate product you're promoting is in video format – then you'll know you're attracting the same target market if you provide your freebie in video form, too.

#### **Step 1: Find Out What Your Prospects Want**

How do you know what they want? Simple: Look at what they're already buying. You can bet that if they're forking out money for the information, they'll happily gobble up any valuable info you provide for free on this same subject.

Here are three ways to achieve this result:

**1. Provide an outline of the steps of a process** – and maybe even provide a few tips and tricks – but the prospect needs to buy the book to get the full details.

Examples:

- You tell the prospect the steps involved in building a mailing list (get an autoresponder, write an email series, write a free report, create a squeeze page), but you don't

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provide in-depth instruction on how to complete each of these steps.

- You give your prospects the steps involved in taking apart and cleaning a carburetor on a classic Corvette, but the prospects need to buy the product to get full instructions with pictures.

**2. Provide details on one step or one part of the process,** but the prospect needs to buy the product to get the full details.

Examples:

- You tell a prospect how to troubleshoot a fuel-related problem in a classic car, but they'll have to buy the book in order to learn how to fix the problem.
- You tell the prospects how to create a persuasive headline, but your prospects need to purchase a product to find out how to create the rest of the sales letter.

**3. Simply offer tips and tricks about the topic,** but the prospect needs to buy the product to get the full details.

Examples:

- You're promoting a dieting product, so you create a free report called, "101 Tips for Losing Weight Fast." It's useful, but incomplete.
- You're selling a copywriting product, so you create a report called, "27 Ways to Boost Your Sales Letter's Response Rate... FAST!"

Tip: When you're looking for ideas of what to write about, check out the table of contents or the sales letter for the product. Either one will give you dozens of ideas for a free report. Pick one based on what topics your prospects seem the most interested in - for example, what are they talking about on forums, blogs and social networks?

Now that you have your topic, go to the next step...

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## **Step 2: Outline the Product**

Your next step is to quickly outline your product, which will make the actual writing process go more smoothly.

Tip: At this point you'll be thinking about length. There is no set length - just make it long enough to provide all the details (no fluff) and short enough to keep your readers hooked. Obviously, this is going to depend on your topic.

If you need a guideline, then shoot for 3000 to 6000 words, because that's an easy read. You see, you want your prospects to read it in one sitting, because you'll be promoting your affiliate link from within this report.

Outlining is easy. If you're creating a step-by-step process, then list the steps in your outline. If it's a "tips" report, then list all the tips you'd like to include. If you're merely writing about a part of a process, then makes notes to yourself about what all details you'd like to include.

Tip: If it helps keep you on track, you can even assign approximate word counts to each section of your outline. For example, maybe you have four main parts like the upcoming example - you can assign roughly 1000 words to each main section, plus 150-200 words each for the introduction and conclusion.

Let me give you an example of an outline for a free report that talks about how to write a sales letter...

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A. Introduction - introduce the concept of "AIDA" (attention, interest, desire, action) and how this formula corresponds to the parts of a sales letter.

B. Attention (headline tips)

C. Interest (opener tips and introducing the product)

D. Desire (bullet points for the product / benefits)

E. Action (call to action, plus create a sense of urgency)

F. Conclusion - summarize the "AIDA" formula... and then promote your affiliate link.

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### Example Promotion:

"You've just finished reading the "Four Secrets of Writing a Killer Sales Letter." And while this report will undoubtedly boost your response rate, what you've learned just scratches the surface of how to be a master of persuasion. To take your skills to the next level - to discover the secrets of getting even the hardest prospects to crack open their wallet - you need to get your hands on [AFFILIATE PRODUCT] by going now to [LINK].

Plus if you order now I'll even toss in [NAME OF a RELATED FREE REPORT] absolutely free! Just click here now for the details - but do it now before this offer disappears!"

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### **Step 3: Create It**

Once your outline is complete, it's just a matter of sitting down to create the report. Just block off the morning to research as needed and then write each of the sections of your report today. It won't take long if you focus!

As described in the previous section, be sure to include a promotion for your affiliate product in the end of the report. You can also mention it once in the beginning and once in the middle of the report.

Tip: Don't want to write it yourself? Find a ghostwriter to do it for you, by going to [elance.com](http://elance.com), [freelancer.com](http://freelancer.com), [odesk.com](http://odesk.com) or the "for hire" section on [WarriorForum.com](http://WarriorForum.com).

Once your report is complete, then convert it into a PDF (using openoffice.org, the Adobe software or any other PDF printer) and load it up to your website.

**Here's to your making [[ th@t million dollars ]]**

**Mr. B.O.L.D**

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### **Web Business Essentials**

Here is a list of resources that every internet marketer MUST have. In fact I use these very same resources every single day, so have no second thoughts about recommending them. And even if the recession hits, these are the bare essential resources I would keep to run my online business.

#### **Domain Name & Hosting**

This is probably one of the most important parts, even though almost everyone simply goes the "cheap" route. I personally suggest that you purchase a robust hosting package, which isn't overly-expensive, but provides you with the features you need to run a professional site.

- 1) Register Your Domains with [Namecheap](#) - Have been using them since July 2006.
- 2) Get Your Hosting @ [Hostgator](#) - Have been using them since July 2006.

Use the coupon "kachinghost994" (without quotes) to get your first month hosting for just \$0.01

OR

Use the coupon "kachinghost25pc" (without quotes) to get 25% OFF your FIRST Year. (You will have to sign up for 1 year plan and can choose to pay up to 3 years in advance)

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### **Autoresponder**

In addition to a good domain and hosting, you will need a good auto responder system to follow up with your subscribers and customers. As the saying goes "MONEY is in the LIST", you need to use the right service to manage your list.

If you are on my list you can see it live that I use [Aweber](#) for managing my mailing list and that is the same service I am recommending to you. Have been using them since 2007 and you can't go wrong with them.

[Go get your Aweber free trial now.](#)

### **Track Your Marketing Efforts**

One of the important aspects of running an online business is TESTING what works and what doesn't. You need to know where all your traffic is coming from, and analyze the return on investment for each traffic source. And then focus your efforts on campaigns that make money, and drop those that doesn't.

Here is a tool that can track everything from pay per click traffic, banner traffic, article traffic, forum traffic, email ads and more... This tool even comes with an inbuilt link cloaker that allows you to protect all of your affiliate links from commission hijackers! And its the very same tool I am using to track my links right here :)

[Get it Here!](#)

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### **Centralization**

If your goal is to build an online business that makes you money 24/7, 365 days a year, you must use a CENTRAL system through which you CONTROL and MONITOR EVERYTHING you do - especially your online sales.

So, what does CENTRALIZATION really mean?

- Offer ALL of your products / services through ONE SYSTEM
- Accept ALL orders for your products / services through ONE SYSTEM
- Offer your affiliate program/s through ONE SYSTEM
- Deliver your product downloads securely through ONE SYSTEM
- Track all sales and credit the right affiliates, right on time through ONE SYSTEM
- Partner with the BIG GUYS and make them feel SAFE JVing with you through ONE SYSTEM

And much much more... ALL of this is possible through ONE SYSTEM and is now available at an unbelievable price.

[Click here and take your online business to the NEXT LEVEL](#)