

The 5 KEY Elements Your Lead Magnet Needs to ACTUALLY Bring in Leads!

A QUICK INTRO

Hey! I'm Brett Randell – Founder of **Brandell Creative** and Head Writer for **Storytelling for Entrepreneurs**.

I write lead magnet funnels for badass female founders and thought leaders.

Over the last 7 years, I've written copy, content, and personal brand stories for amazing female founders and personal brands (while capturing their *actual* voice)!

I was also the Executive Assistant, Global Events Coordinator, and Social Media Manager to a CEO for a global women's empowerment initiative who was named one of Oprah's Top 100 Leaders, won awards in Fortune, Inc, and Forbes, was named a "Global Super Connector" by Fast Company, among more accolades.



THANK YOU

First off, I want to say thank you for downloading the **The 5 KEY Elements Your Lead Magnet Needs to ACTUALLY Bring in Leads Checklist**.

I believe every founder and personal brand can bring in even MORE qualified leads through the correct process of creating their BEST lead magnet and lead magnet funnel — all to communicate their offering, connect with customers, and grow their business.

SO... LET'S GET TO IT.



Let me know if this sounds familiar...

You know you're supposed to create a "free download" in "exchange for emails" for your website or newsletter...

...It's supposed to be a goodie with some of *your* expertise that people want... to keep them coming back for more... and *hopefully, eventually...* they'll buy your course, or your product, or your offering.

(or maybe you've got a free gift already and you want one that converts MORE).

It could be:

A Free Download. An Ebook. Audioguide. Checklist. Video Series.

All different names for one of THE most important tools for your business.

The Lead Magnet.



The issue is... most people just make *OKAY* lead magnets.

Lead magnets that don't pull in as many leads as they should.

Lead magnets that are duds.

They end up being:

- too long
- too short
- full of mismatched information for their potential audience
- a "lead bowl of soup" (*cough* *not a magnet*) that just sits there and really doesn't attract or convert much...

That's why, with all of my clients, I use...

The Brandell Creative SAVES Checklist

I call it my **SAVES Checklist** (since it saves you from wasted time and lack of leads).

These are the 5 VITAL Elements needed to have a lead magnet that will ACTUALLY bring in leads—so you can connect more, sell more, and grow your audience.

The SAVES Checklist:

1. **Snippet**
2. **Audience connection**
3. **Valuable**
4. **Easy-to-digest**
5. **Specific**

1. Snippet

Many people think a lead magnet is just “something awesome and easy-to-download that brings value to your audience”. Or that a lead magnet is “an ebook”.

It's SO much more than that.

A lead magnet is a super-value adding, targeted “top part of your funnel”. It's the way to get someone to be aware of you and your value, then start buying into your brand and your offerings.

And a key factor... you don't just want any old download—you want something that directly builds up into your ultimate product.

- Maybe it's your badass course.
- Maybe it's your awesome coaching or consulting program.
- Maybe it's all that incredible global speaking that you do (and you want to book even more engagements).

For example: If you have a \$1,000 course on leveling up people's lives which focuses on negotiation, communication skills, and human communication... it could be a 15-30 minute audio or video guide that gives your 3 favorite negotiation tips.

OR... You have a \$2,000 coaching or consulting package to help people develop their businesses so they CAN live the lives they want... as a lead magnet, maybe you have an infographic that lays out the different paths that a new business owner can take towards success (mirroring the consulting services you provide).

They key is to make your lead magnet a direct tie and pathway up to your main product, and have it be a little snippet of that.

2. Audience Connection

You must make sure your offer is *absolutely* dialed into your ideal, target audience.

It's vital to do: Customer research. Audience analysis. Deep dives into the mindset and psychology of your ideal customer, consumer, or community.

The lead magnet must hit their desires, wants, motivations.

For example: If you're a 35-year-old female entrepreneur in NYC looking for motivation to keep growing your business—that's a different mindset and desire than a 50-year-old guy in finance who is looking for a course on current investing tactics.

For Example: If you're a 47-year old global speaker, that's a different mindset and motivation than a 24-year old solopreneur kicking off her first startup or brand.

Each audience requires a differently targeted lead magnet.

If I'm targeting the 35-year old female entrepreneur, I want to make sure the words, the vibe, the language, and the value is geared 100% towards that customer avatar so THEY see the lead magnet's name or headline and want to grab it right away.

Make sure you do the DEEP audience research first, so when you create this lead magnet, your ideal customers out there are just chompin' at the bits to get it.

Excellent Audience Match + Targeted Lead Magnet = You On The Path To Success

3. Valuable

Once you have your snippet idea and your audience research locked down, it may sound obvious...

...but you need to make sure what you're offering ACTUALLY adds value to your audience/prospects life.

It needs to be a specific value-add that they can implement RIGHT AWAY and feel a shift in their mindset, in their business, in whatever they're working on.

For example:

- A mini framework to take the USP of their business and communicate it in 1-2 sentences
- A design checklist to make sure they have the proper elements on their homepage to convert customers/prospects
- A 5-point checklist of necessary elements to have on their About page (story)

4. Easy-to-digest

Make sure the lead magnet can be digested in 15-30 minutes, tops.

It needs to be something they can quickly read and experience a shift in their knowledge or mindset (and then act upon).

The people who download a lead magnet are often just buzzing by your website.

We don't want to give them a 70-page ebook explaining how to start a business from scratch, or a 65-point checklist of what they need to create a sales funnel, or a 2-hour video guide teaching them how to really "level up in life".

Even some of the longer lead magnets I've seen and consumed (40-50 page ebooks) were formatted with sparse words so I could knock 'em out in a half hour.

I want to be able to absorb a great lead magnet in one sitting, feel the shift in myself that I've learned something of high value, and then I can move on to the next thing...

...so my interest and knowledge is peaked, and I can go back to the person's website and dig more into their blogs, videos, and offerings.

5. Specific

The final point! And an important one. The lead magnet should *not* be broad or vast.

It should solve a specific problem, pain point, or opportunity. The more focused it is, the better that person can find value in it, apply it, and then come back for more.

Bad Examples:

How to tell your founder story free guide
Tips for working remotely around the world
The best foods for losing weight

Good Examples:

The 7 Vital Elements Needed in Your Brand Story to Connect With Customers
5 Must-Have Apps to Run Your Business Remotely From Anywhere In The World
The "Gotta Have In Your Fridge" Food Checklist for Your Keto Diet

Specificity *leads to* value *leads to* people connecting with (and buying into) your brand and your work.

CONGRATS!

You've gone through the **SAVES checklist** and now you can review your lead magnet (or brainstorm for your next one) to make sure it hits these elements: ***snippet, audience connection, value, easy-to-digest, and specificity.***

It's time to create an amazing lead magnet your audience will love, your prospects will download, and will get people into your funnel.

TO DO: *Action is so important. I encourage you to whip up 3 Lead Magnet ideas for your brand and send it back to me at the email below— I'll review and tell you if I think it's viable and valuable, or not!*

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Thank you for taking the time to read this checklist and congrats on putting work and reflection into your brand and story.

I'm here to support you and the growth of your biz!
~Brett

