**Quick and easy way to create a list building lead magnet**

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In an era where most information is free, quality content can be easily found with the click of a few buttons, you need to have a proper way to get people’s attention, so that you can offer them your products. “Lead Magnet” is the technical turn used to gather information and an easier form of contact – usually an email address.

Online consumers are getting more and more careful with providing their email address, as the spam and scans are increasing drastically. People’s trust needs to be earned in order for the email to be provided. The more pessimistic the customer is, the better the Lead Magnet needs to be.

Free books

Probably the most important and known way to building a long list of followers is providing a free book or guide. It should not be very long, but it needs to be specific and the value in it needs to be very good. Even better – you can have a few books using different niches, so you can target more people – but be careful, you do not need too many people.

Choose your buyer

Think long and hard about this. You do not need young girls if you are selling men’s hair gеl. Think who is your best customer, what he/she wants. Each Lead Magnet should be specifically created for the perfect customer in that niche. If you have more than one type of products, you need more Lead Magnets.

What value are you creating?

What does your buyer want and what do they need are two different questions. Best case scenario – you have both, ready for them to be downloaded or purchased on a later basis. The Lead Magnet needs to be giving them some free information of what they need/want. You can use questions to get ahead. Find the most common issue that people are searching for and provide content about it.

Choose how to deliver

The eBook is the most popular Lead Magnet out there and many people are sticking to it. If you are a great writer – it makes sense. If this is not your strength, then avoid it. If you love the camera and the camera loves you – create a video or a series of online courses. You can also give a free trial or a discount. A good quiz/survey can be created as a marketing trick as well.