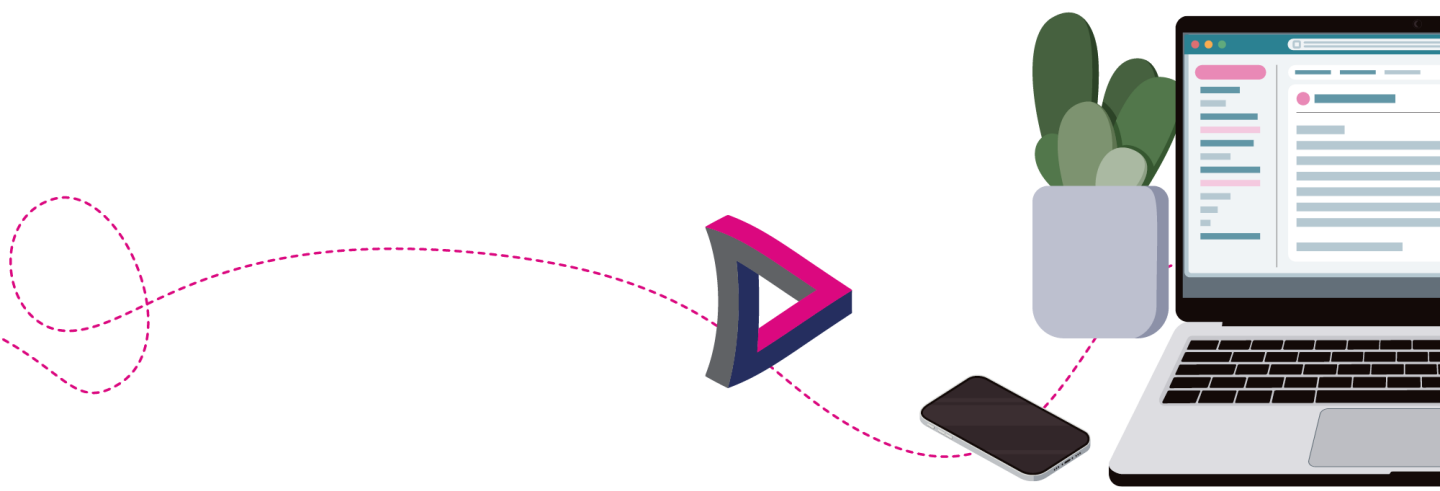
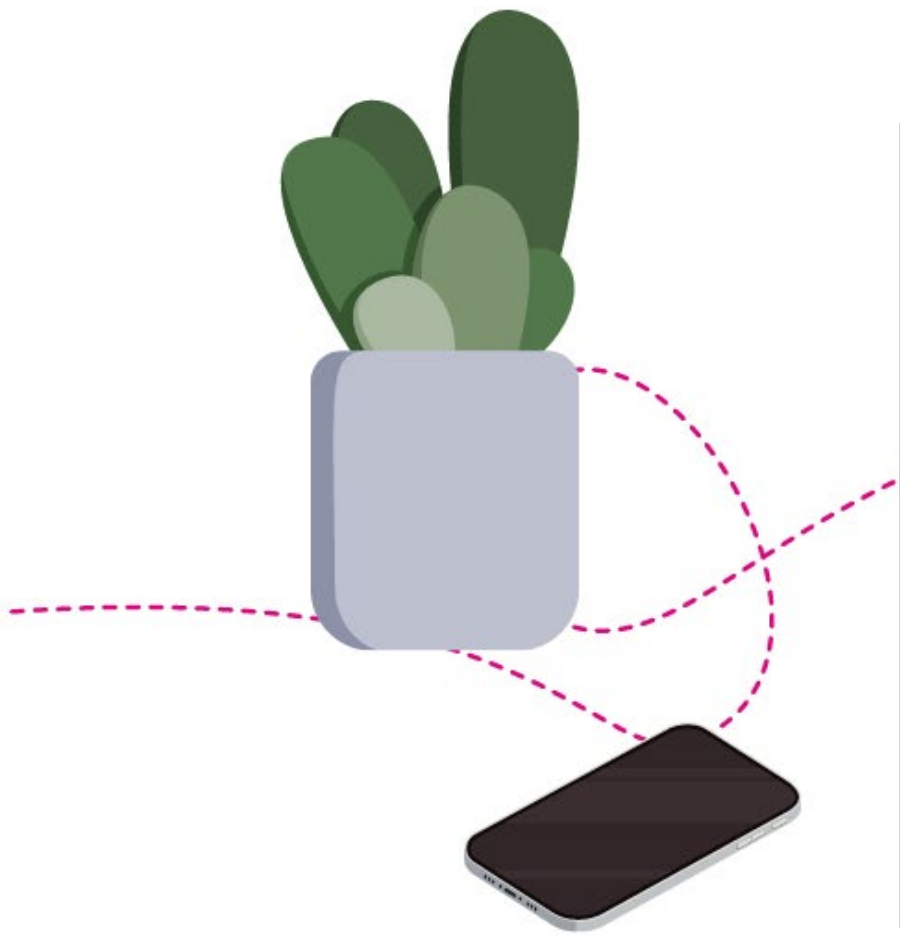
The What, Why and How of Know, Like and Trust for Online Course Creators



Contents

1. Why do we bother with Know, Like and Trust?
2. Sales Funnels explained
3. Know
4. Like
5. Trust
6. Lead Magnets



The What, Why and How of Know, Like and Trust for Online Course Creators

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1. Why do we bother with Know, Like and Trust?

If you've heard the phrase 'People buy from people' before but weren't quite sure why it's a 'thing', this is it!

It's not referring to buying a loaf of bread from the supermarket. But if you prefer a local bakery for that kind of thing, then it is.

Consider if you had two different bakeries to choose from, but you always went to one instead of the other. Chances are, it would be because you knew, liked and trusted that one more than the other.

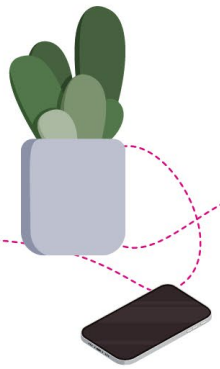
As well as being the reason we make certain buying choices, Know, Like and Trust are also the three 'must haves' in any kind of sales funnel.

"People buy from people"

Sales funnels can get very complicated, but at their core, they all have the same steps.

We'll look more at sales funnels over the page before diving deeper into how to establish Know, Like and Trust.





2. Sales Funnels Explained

Important!

A sales funnel isn't really a funnel at all, as with a funnel, everything that goes in the top, eventually comes out the bottom.

It would be more accurate to say that a sales funnel is better described as a leaky bucket with many holes up and down its sides, This analogy for the way in which potential customers enter and exit your sales system more closely reflects what happens.

However, the term 'funnel' is widely used and understood as the way to describe the process, so we'll go with it!

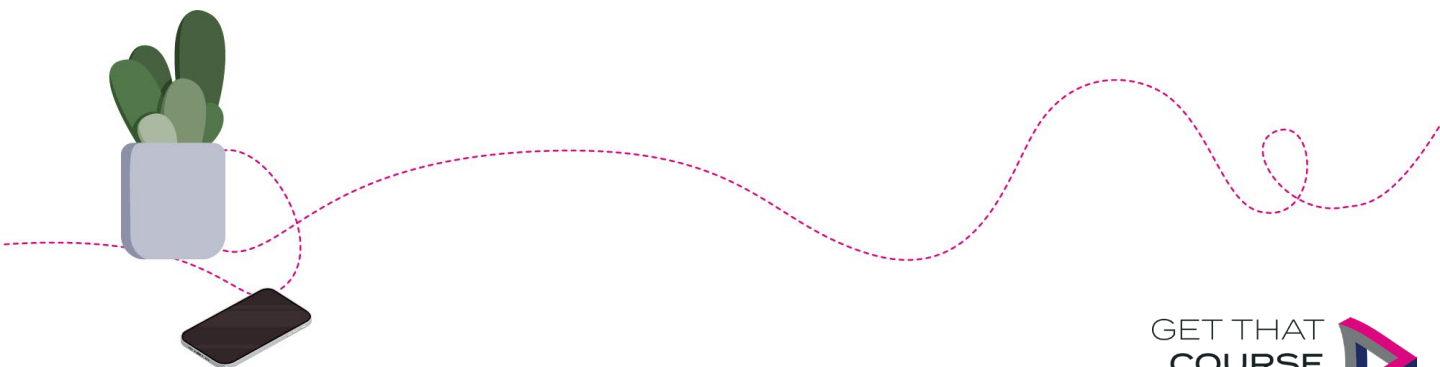
The most common marketing acronym used to explain a sales funnel is AIDA:

A: A is for Awareness. A potential buyer first needs to be aware that you exist and aware of your products and services. This is also the 'Know' part.

I: I is for Interest. A potential buyer needs to have an interest in your products and services, otherwise they 'leave' the funnel at this point. This is where 'Know' starts to morph into 'Like'.

D: D is for Desire: this has also been interpreted as "decision", but I'm OG! Those with an interest in your general subject area, will only continue in your funnel if there is also a desire for your products and services. This is where 'Like' is firmly established and 'Trust' also begins.

A: A is for Action: in the final part of the funnel, those with a desire for your products or services will either take the action to buy something, or not. If a decision to buy is taken, then you can be sure that 'Trust' is in place. Trust can still be in place even if a purchase isn't made – the timing may just not be right for your potential buyer.



2. Sales Funnels Explained

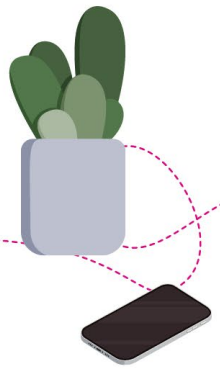
So now we know that the steps of a standard sales funnel follow the AIDA acronym and we know how Know, Like and Trust fit into the sequence. The next stage is to think about what we can do to bring people into our funnel and progress them through.



One of the first things we need to consider is how numbers work with a sales funnel. If every person who became aware of our products and services ended up buying something, there would be no need for a funnel in the first place.

Now don't worry if numbers aren't a strength for you – you don't need a degree in mathematics to understand it all, I promise!

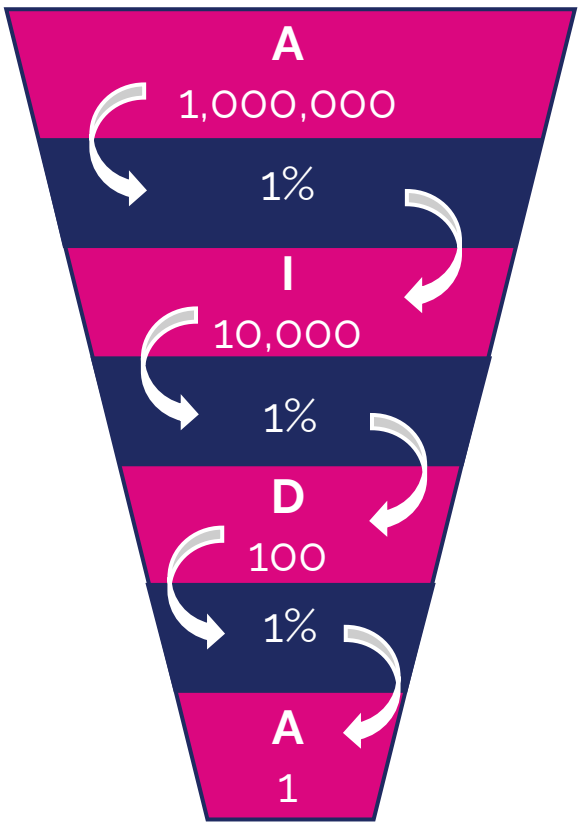




2. Sales Funnels Explained

As we have already talked about, some people will leave a funnel at various stages, so this has an impact on what activity we should be doing to minimise this loss (always accepting that some loss is inevitable).

The transition stage between each part of the funnel is subject to what's called 'conversion'. You may have heard of 'conversion rates' and this simply describes the percentage of people who take the action we want at a particular step of the funnel.



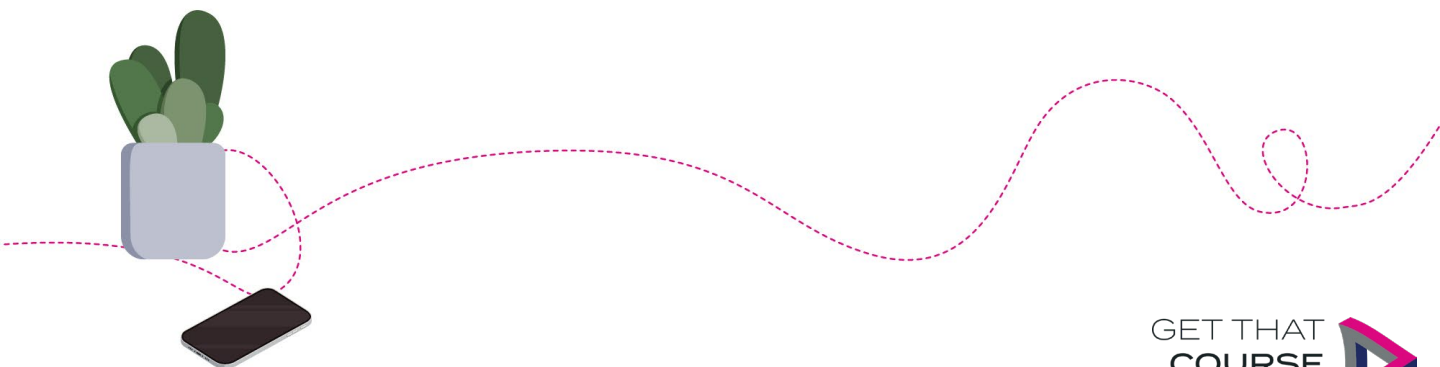
In the example to the left, we are using round numbers to make it easier to understand.

The top pink level is Awareness. If 1,000,000 people become aware of our product or service and 1% convert, this means for every 1M people made aware, we can expect 10,000 to be interested in our product or service.

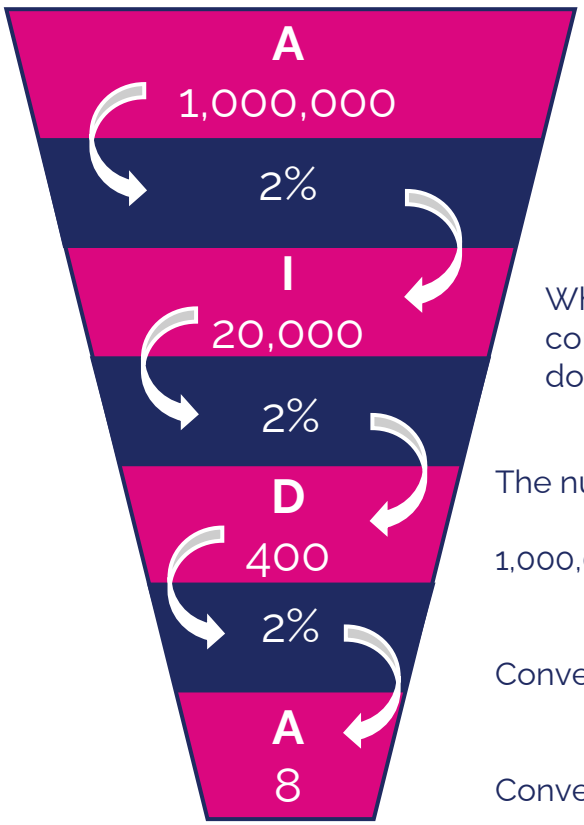
If 1% of those people convert into the 'Desire' stage, then we are looking at 100 people.

And if 1% of those people take the action we want (let's say buy something), we will make 1 sale for every 1M people we make aware of our product or service.

If you have not come across conversion rates before, you might be surprised at how high or low some of these figures sound. When you are dealing with large numbers of people, even a small difference in the conversion rate can make a big difference to your sales numbers. Let's take a look overleaf.



2. Sales Funnels Explained



Now in this example, increasing the conversion rate by just 1% at each stage, translates into a whopping 800% increase in sales.

But this assumes a uniform increase across the entirety of the funnel.

What if you just concentrated on increasing the first conversion point from 2% to 10%? This could be done with better targeting for example.

The numbers now look even better:

1,000,000 aware converted at 10% =
100,000 showing interest.

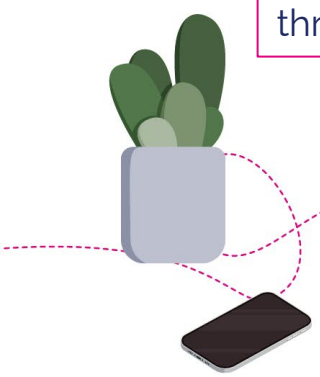
Converting those at 2% =
2,000 showing a desire.

Converting those at 2% =
40 taking the action we want.

We've gone from 8 sales to 40 sales, simply by making our awareness activity better!

You will need to be able to measure what your conversion rates are at each stage of your funnel, so you can measure the impact of any changes you make. This means is knowing how many people you've reached initially and then how many people have gone to the next stage of your funnel.

The way you know that, is by making sure people have to give you something in return for moving through the funnel. Usually this is an email address to begin with, followed by tracking what else of yours they are interested in. This is commonly done through using 'tags' within an email automation system.



3. Know

The first stage of bringing people into your funnel, is 'Know' – or making people aware of you and your products or services.

In the Know phase of your funnel, any activity you undertake has two jobs: to make you both visible and valuable.

You need to be visible to stand out from your competitors and attract the right people into your orbit. You need to be valuable so that they feel it is worth getting to know you better.

The Know phase sets the stage for your potential buyers to decide if they have an emotional connection to your brand (Like) and consider your credibility and authority in your subject matter worthy of learning from you (Trust).

Six Strategies for Developing the Know Phase

1. Brand Consistency
What your brand looks like is nowhere near as important as using that look consistently. Pick a look – something that you like – and stick with it.

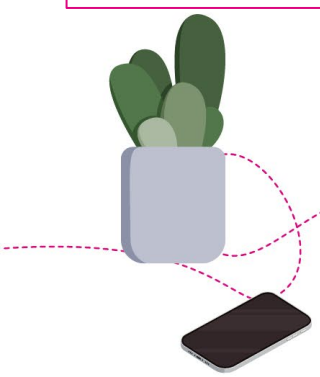
2. Content Production
Demonstrate your knowledge in lots of different forms by answering short common questions your audience have. Blogs, videos, podcasts etc…

3. Online and SEO
Make sure your website is optimised for the questions your audience is asking. Regularly update any business profiles with new insights.

4. Social Media
Use the right platforms to connect with your audience – go where they are, not everywhere at once. Connect and engage with them regularly.

5. Networking
Get involved in events in your area (physical or virtual) and look for opportunities to get heard or seen, including partnership opportunities.

6. Social Proof
If you have them, ask existing clients for testimonials or create case studies that demonstrate how your help has delivered transformation.



4. Like

The second stage of your funnel is all about getting the people you want to connect with to like you enough to form a positive emotional connection with you and your brand.

Be very clear that buying decisions are most often emotional decisions! The buyer has to feel a sense of connection with the seller and your job is to capitalize on the great first impression you made in the Know phase.

You will need to find the right balance between being professional and being personable, while ensuring you are being authentic and true to your brand values. Persuasion not manipulation is the aim here.

Think about how you can best help your audience get to know you better so they can decide if they like you. This phase is critical to the next.

Six Strategies for Developing the Like Phase

1. Authenticity
Don't write or record in a style you think people would prefer, if it's not true to who you are. Being yourself on camera or in writing always wins long-term.

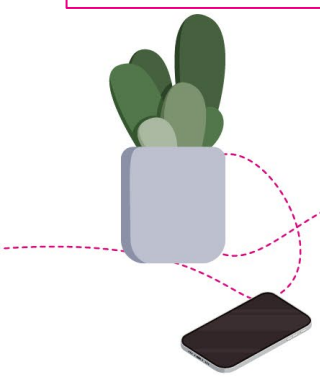
2. Solution-focused
Make sure you are providing genuinely helpful and insightful information to your target audience. They will appreciate the honesty and clarity.

3. Can-do attitude
No-one likes being fobbed off with a 'not my problem' attitude. If you can help, then do. If you can't, still suggest avenues that could be explored.

4. Community
Find ways to help your target audience feel part of a wider community. Even if you don't run one online, you can talk about a group e.g. course creators.

5. Make it Personal
Don't miss any opportunity to personalise your interactions with your target audience. E.g. if they're on your mailing list, use their name in emails.

6. Engage Often
People like to know that you're around – it provides reassurance. So even if you don't have much to say, say something that lets them know you're still there.



5. Trust

The last stage of your funnel is all about establishing trust with your target audience. They need to feel confident that you have the experience and credibility to guide them with what they're trying to achieve. Are you a reliable source of information that they can count on to get to where they want to go?

This is also about establishing the foundations for a longer-term relationship. This doesn't mean you have to keep producing content for them to buy (although of course you can).

It's about them trusting you enough to recommend what you do to their network. In recommending you, they are 'spending' a bit of their trustworthiness with their contacts, so they need to know you'll deliver on your promises, otherwise they risk being made to look foolish.

Six Strategies for Developing the Trust Phase

1. Quality
Consistently producing high quality, effective and engaging products and/or services will help your reputation as a trustworthy source.

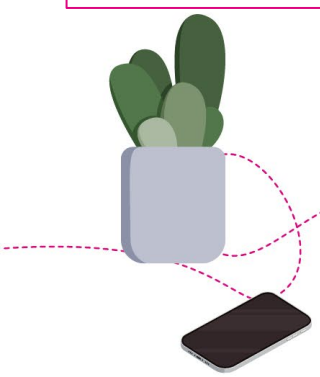
2. Transparency
Ensure you are straight-dealing in your pricing models, with no hidden fees or charges. If you believe in the value of what you do, this will come across too.

3. Ethics
You are free to market yourself however you see fit, but if you wouldn't like to be treated a certain way, don't adopt that in your practices.

4. Reviews
While you can and should provide testimonials, if you have an opportunity to provide an independent review rating of your offerings, this will increase trust.

5. Always learning
Be proud to demonstrate that you too are seeking to improve your knowledge. If you want people to buy your training, show you're up to date.

6. Responsive
If you receive any questions, comments or tags online, be sure to respond as swiftly as you can. Setting expectations for the timings is sensible though.

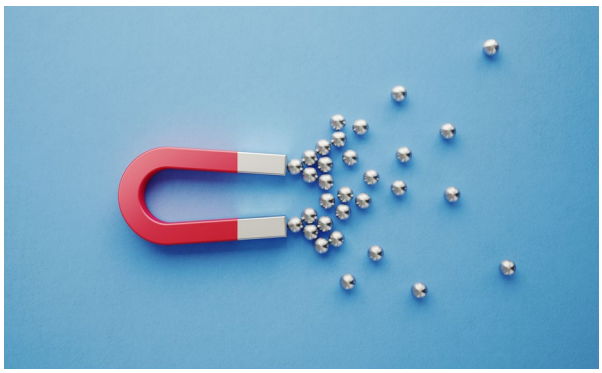


6. Lead Magnets

A Lead Magnet is simply a valuable piece of content that will help your target audience move forward with their ambitions in some way.

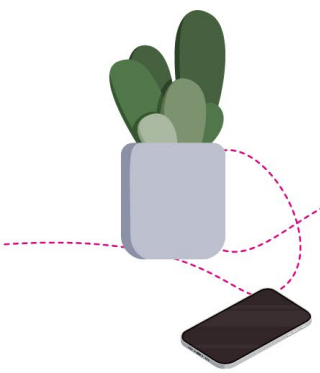
The point of a Lead Magnet is to develop Know, Like and Trust (KLT), while also providing you with a way to communicate more directly with your target audience.

The first stage of a funnel – 'Awareness' in the AIDA model, or 'Know' in the KLT model – is usually a broad reach activity such as paid advertising. It doesn't have to be though – if you have a good following on social media, then you may not need paid advertising.

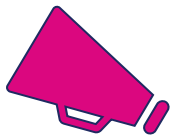


The whole point is to capture the contact details of people who might at some point be interested in purchasing something from you, so that more tailored communications can be made. This will develop the 'Like' and 'Trust' part of KLT and enable you to determine 'Interest' and 'Desire' in the AIDA model.

A Lead Magnet is typically used at the initial stage to offer a fast track to establishing KLT through the provision of something of value. The number of subsequent stages in the funnel can depend on overall strategy, the price of any products or services in the funnel and the nature of the Lead Magnet.



6. Lead Magnets

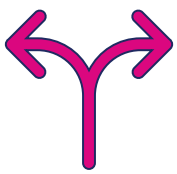


A funnel will always have an end stage of a 'pitch', where a Call To Action is made. If the pitch is to buy a product or service, this is the end of the funnel.

There can be several offers made for different products or services in one pitch – these can be upsells (higher price), downsells (lower price) or One-Time-Offers (OTO – discounted price, higher or lower than the initial product or service being offered).

It is possible to direct your audience into a new funnel after the first pitch is made. The next funnel might differ depending on whether the choice to buy was taken up or not.

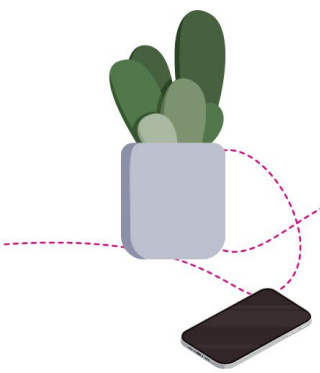
Lead Magnets are often, but not exclusively, free. The amount you give away will depend on your target audience and their perception of what is valuable to them.



There are many strategies available to you, and many of them contradictory e.g. "be like everyone else" vs "don't be like everyone else". If you are new to this arena, you are most likely to see success with the former, but like everything in business – it's always an experiment!

In the rest of this E-book, I will take you through 51 different ideas for Lead Magnets. You only need one to get started and probably no more than two to four operating at any one time to keep a good throughput of people in your funnel.

Each idea is presented with an overview of the Lead Magnet and then some pointers for how to create it. Don't forget to capture those emails!



6. Lead Magnets

IDEA 1: E-Books

Overview: Write a guide about an aspect of your subject matter. Note that "E-Book" can mean a PDF document or a fully formatted book for use with an electronic reader. A PDF is more common for a Lead Magnet.

How to:
A) Choose a topic that addresses a common problem or question in your field.
B) Organize the E-book into sections that take the reader from overview to analysis or solution and then conclusion
C) Encourage downloads by highlighting in your promotional activity the nuggets of wisdom you are providing.

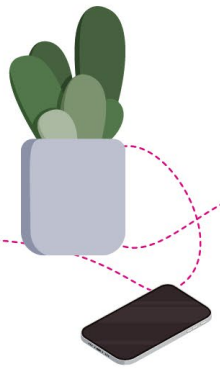




IDEA 2: Checklist

Overview: Create a checklist of items that showcase the steps for a specific action that your target audience commonly struggles with.

How to:
A) Identify a process that is commonly asked about or frequently misunderstood.
B) Break the process down into manageable steps and plot these in a document that becomes a PDF.
C) Encourage downloads by making it visually appealing and easy to print off. Make sure you put your website or email on the document.

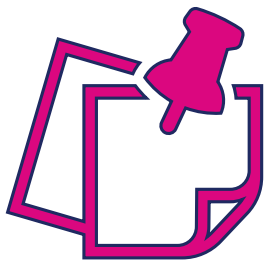


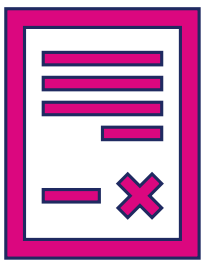
6. Lead Magnets

IDEA 3: Cheat Sheets

Overview: Write a handy reference tool for information that will be of use in specific situations for your target audience.

How to:
A) Choose a set of information that regularly needs to be referred back to but is possibly difficult to remember. Think dimensions of specific objects, or industry statistics
B) Present the information in an easy-to-read way such as an infographic
C) Make it a single page that can be easily displayed and used often, with prominent features that are consistent with how you present your brand.

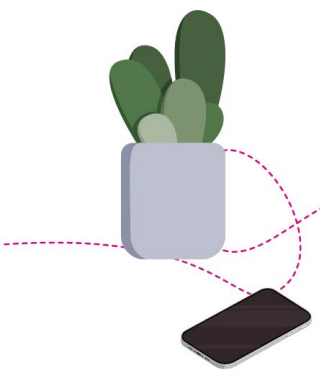




IDEA 4: Templates

Overview: save your target audience time and effort by creating templates for specific activities.

How to:
A) Identify some common activities your audience will need to undertake, but struggle to create – think documents, plans, activities or automation emails
B) Put together a set of templates for them to 'fill in the blanks' to make the template relevant to their needs
C) Add value by including instructions on how to adapt the templates even further

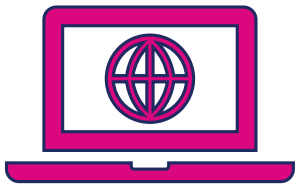


6. Lead Magnets

IDEA 5: Webinars

Overview: Offer a free webinar to share your knowledge and engage with your target audience.

How to:
A) Identify a topic or challenge that you can easily help your audience to solve in a webinar
B) Present the information they need along with some information about your expertise and credibility – make sure the balance is right between sharing knowledge and establishing credibility
C) Offer a recording to all registered delegates so that you still capture the email details of those who can't make it live.

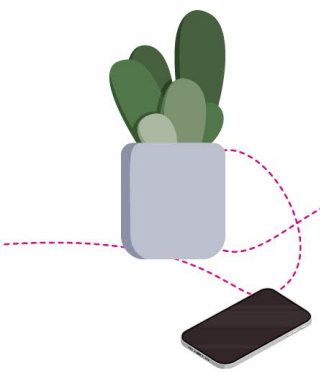




IDEA 6: Mini-course

Overview: Provide a short email or video course that provides an example of your training style.

How to:
A) Identify a topic that your audience would value understanding more about
B) Break down the information into bite-sized chunks for delivery
C) Offer a further incentive for completion (such as another type of Lead Magnet) as you want them to fully experience your style to develop KLT

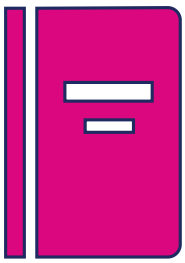


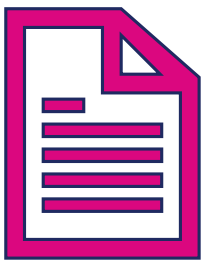
6. Lead Magnets

IDEA 7: White Paper

Overview: Create a discussion document that showcases your thought leadership in your area of expertise.

How to:
A) Pick an area that you can find plenty of research sources to back up your thoughts
B) Form a hypothesis (the more this is 'against' conventional wisdom the better) and provide your solution
C) Make sure the presentation of the information looks professional and easy to read.

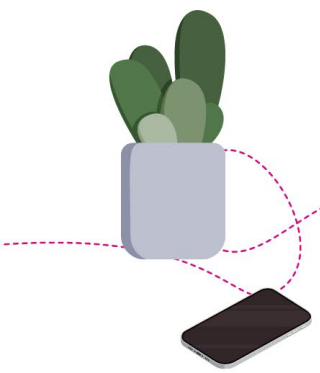




IDEA 8: Industry Report

Overview: Provide a summary document of the latest research or analysis in your area of expertise

How to:
A) Ensure your data is presented clearly using graphs and charts appropriately
B) Your analysis and insights should add depth to the discussion
C) Make recommendations for actions your target audience could consider in light of the summary of findings you present



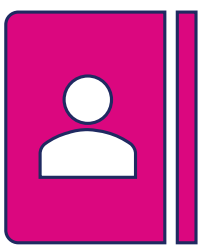
6. Lead Magnets

IDEA 9: Resource Lists

Overview: Put together a list of tools and resources that your target audience will most likely need or find useful.

How to:
A) Make sure to curate the list providing tips on when the tools and resources are of most use
B) Order the information into easy to navigate sections
C) Keep the list regularly updated and use the updates as a way to reconnect and re-engage with people in your target audience

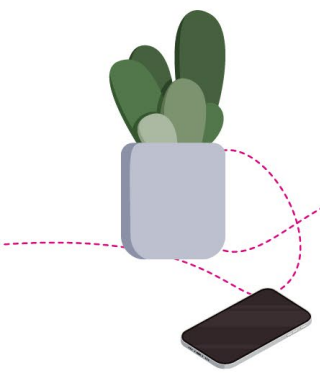




IDEA 10: Case Studies

Overview: Give an in-depth analysis of how you or your methodology helped to solve a challenge or issue that many of your target audience are likely to face

How to:
A) Adopt a storytelling style in presenting the information, making it relatable
B) Highlight any key lessons discovered along the way that they might be able to translate to their situation
C) Use images to highlight or illustrate points as appropriate



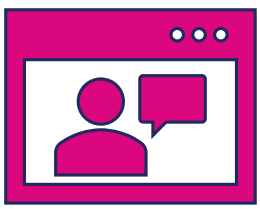
6. Lead Magnets

IDEA 11: Email Series

Overview: Drip feed valuable content over time in a series of emails to your target audience

How to:
A) Make sure there is a clearly defined purpose to the email series with a compelling start and end point
B) Include opportunities for recipients to interact with the information, such as prompts to reply
C) Use the 'story loop' technique where each email offers clear value in its own right, but also teases what's to come in the next instalment

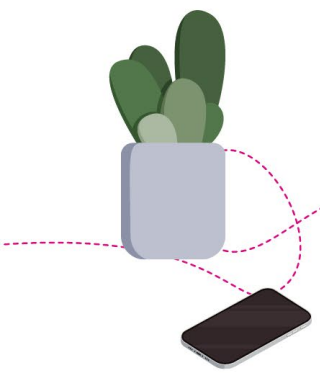




IDEA 12: Video Tutorials

Overview: How to videos that solve common but minor problems your target audience is likely to have – usually found through a YouTube channel or on a dedicated website page

How to:
A) Make sure each video is concise and self-contained, with clear instructions and images for what to do and how to do it
B) Consider investing in good production equipment to make the videos a more enjoyable watch
C) Mention any additional resources that might help and provide links to them (or to a Resource List Lead Magnet if you have that so you can capture their email address)



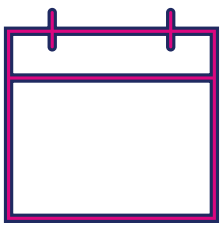
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IDEA 13: Toolkits

Overview: Go one step further than a Resource List and provide a specific toolkit list for a defined activity.

How to:
A) Make the Toolkit as comprehensive as possible so they don't need to go anywhere else for information
B) Add in prompts and tips for using the toolkit effectively
C) Make sure the Toolkit is presented in a format that's easy to access – this could be a protected webpage or a download

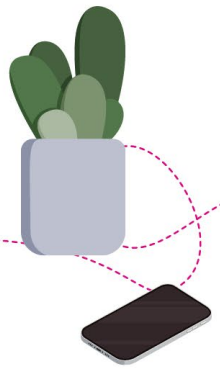




IDEA 14: Planners

Overview: Put together a document that assists your target audience in being organized for a specific task.

How to:
A) Think about offering a variety of layouts to suit different needs
B) Add in prompts, trackers and motivational material to help users stay on target
C) Offering both printable and digital versions is a good way to offer extra value



6. Lead Magnets

IDEA 15: Surveys

Overview: Provide 'personalized' feedback in the form of a report, based on responses to a survey.

How to:
A) Create a number of different 'personalities' that your target audience could be and design a survey that helps them self-select into one of the 'personalities'
B) Provide a report based on each personality that offers specific recommendations that will work best for that personality
C) Use this to offer more in-depth consultations or resources for each personality, making people feel like the solution is bespoke to their specific situation

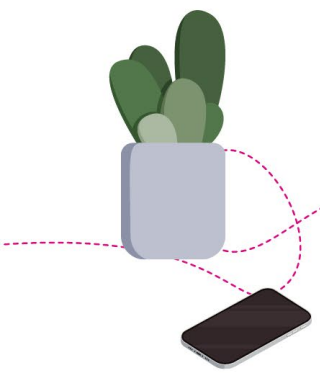




IDEA 16: Swipe Files

Overview: Curate a collection of examples of something your target audience is producing (such as ads or emails), showing good and poor practice that they can learn from and model in their activities

How to:
A) Make sure you include a diverse range of examples
B) Provide easy navigation around the examples for specific key words or categories
C) Add in your tips for how the examples might be used as inspiration in their own activity



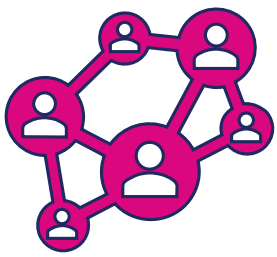
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IDEA 17: Podcast

Overview: Provide exclusive content to podcast subscribers

How to:
A) Additional interviews or behind-the-scenes access work here, also an opportunity to influence future episode content
B) Provide a private space for subscribers to discuss what they're getting
C) Additional perks of being a subscriber can also add easy value to the proposition

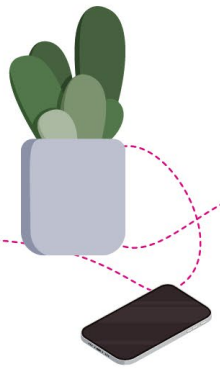




IDEA 18: Infographics

Overview: Simplify complex information or research findings using easy to read visual graphics

How to:
A) Pick topics that contain data you can translate into images such as charts, graphs or comparisons
B) Ensure the branding is consistent with your overall brand, but make the visuals engaging
C) If your aim is to create a viral post, make sure the infographic is designed for easy reading over mobile devices



6. Lead Magnets

IDEA 19: Challenges

Overview: Create and host a challenge that helps your target audience achieve a specific goal.

How to:
A) Make the goal something that is both desirable and achievable in a limited time frame (could be hours or over several days)
B) Provide regular accountability checks and prompts to keep participants moving along
C) Ensure there is a private community for participants to share their experiences and knowledge

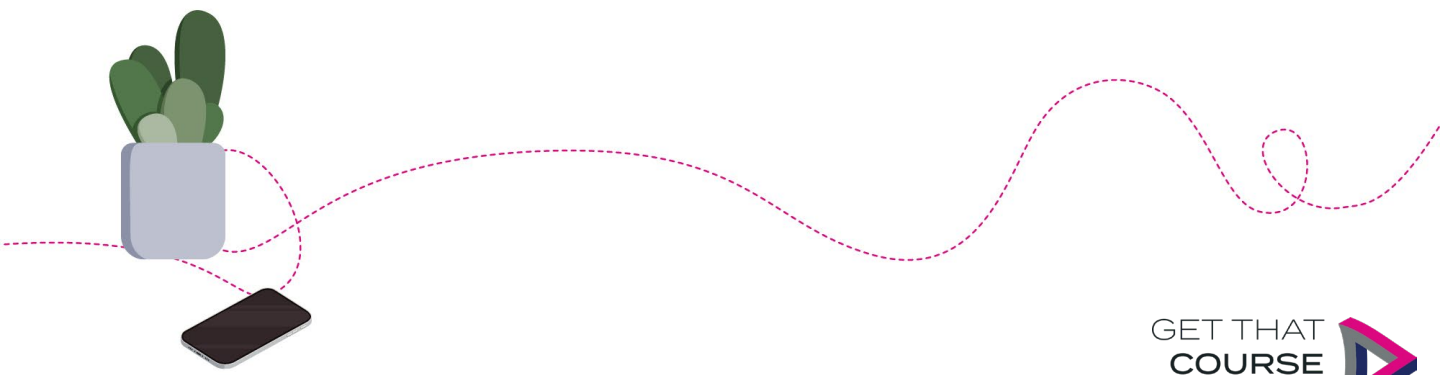




IDEA 20: Workbooks

Overview: Create a collection of worksheets that helps your target audience move through a set of tasks or apply information they have learned.

How to:
A) Include a variety of prompts, questions, opportunities to review and make notes
B) Divide the workbook into sections and chunks to give a sense of progress
C) Provide direction for deeper learning at each stage for those wanting to know more



6. Lead Magnets

IDEA 21: Printables

Overview: Concentrate on providing aesthetically pleasing (and therefore desirable) printables that assist organisation or learning

How to:
A) Create design themes to increase choice
B) Personalization can be a good way to add value
C) Encourage recipients to suggest what else they would like, or have them vote on the next design to be released

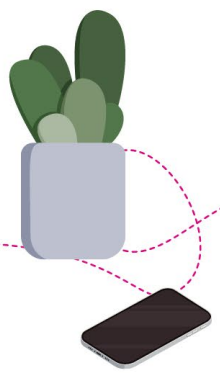


IDEA 22: Discounts and Coupons

Overview: Special offers for your products or services that encourage new sign ups or repeat purchases



How to:
A) Make the discounts time-limited so there is a sense of urgency about the offer (and don't do this too often to ensure it is genuinely a rare opportunity)
B) Consider tiered, bulk or bundled discounts
C) Provide different offers depending on the audience – you may consider it important to entice new customers the most, or to give the best offers to existing customers

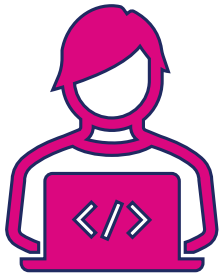


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IDEA 23: Software Trial

Overview: If you have software that you've developed, offer a free or discounted trial as a 'try before you buy'

How to:
A) Make the sign up as easy as possible – if you don't need to collect payment information then don't
B) Provide plenty of 'onboarding' help to ensure they are able to fully test the software
C) Create a mechanism to capture any feedback so you can improve the product and offer in the future

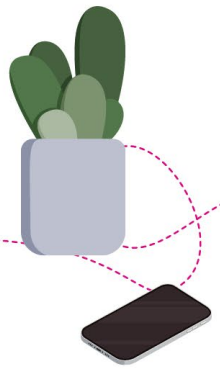




IDEA 24: Trial Access

Overview: Provide a taster version of your course, membership or other product or service

How to:
A) Ensure you provide access to something that showcases the range of what you offer, but doesn't give away too much
B) Consider offering a private group just for trial participants so you can tailor messages to them
C) At the end of the trial, offer a limited time deal to fully sign up



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IDEA 25: Free Consultation

Overview: Provide a one-to-one service that helps you to establish KLT with prospects

How to:
A) Make the scope of what you're offering very specific so that you don't give away too much
B) Remember this is not a sales pitch – you can offer to talk about your services but give them the choice of whether to hear more or not
C) Provide a clear follow up plan that they can take, but which will obviously be much easier if they sign up

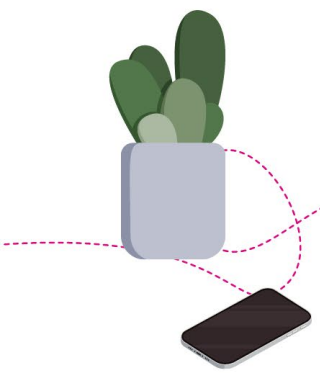




IDEA 26: Interviews

Overview: Approach other experts in your subject matter area to record interviews with them on a range of topics or challenges that your target audience faces.

How to:
A) Try to find a range of voices and opinions
B) If you record the interview on video, you can then product audio and written versions too
C) Provide questions in advance to your interviewees and the opportunity for them to also use the output



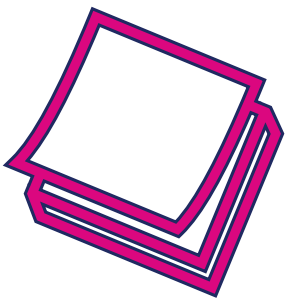
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IDEA 27: Audiobooks

Overview: Provide valuable content in audible form

How to:
A) Consider investing in good equipment to record your voice as many people will listen to audiobooks with headphones which amplifies poor quality recordings
B) Learn how to speak in an engaging and narrative story style to keep listeners engaged
C) Provide additional value with a transcript of the recording in PDF form

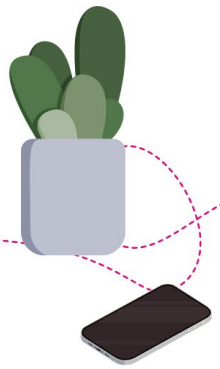




IDEA 28: PDF Collection

Overview: Put together a collection of PDF documents of your most popular blog posts, creating an easy reference resource

How to:
A) Make sure the information is easy to work through and navigate to specific pieces
B) Consider investing in professional design services to present the information in a visually compelling way
C) Add extra value with links or directions to additional reading materials – these could be on your website and only available to those holding the PDF Collection

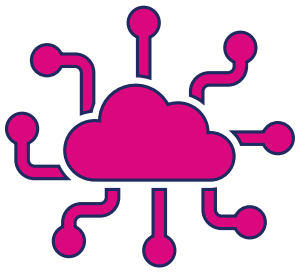


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IDEA 29: Mind Maps

Overview: Provide a visual map of how different concepts and topics are linked.

How to:
A) Make the mind map color coded and easy to follow
B) Consider whether to use an online tool to create your map and provide gated access
C) Be clear on how many levels of information you will be going to, providing links for further reading if appropriate

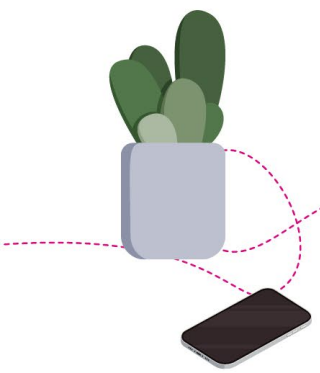


IDEA 30: Demo

Overview: Showcase your product or service through a demonstration or 'point of view' video.

How to:
A) Focus on ease of use and key areas that make your product or service different to competitors
B) Consider providing different demo videos highlighting how to complete different tasks
C) End the video with a clear call to action, possibly offering a discount for swift take up





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IDEA 31: FAQ Sheets

Overview: Put together a list of Frequently Asked Questions and then provide the answers

How to:
A) Choose a wide range of questions that you see commonly asked in open forums
B) Make sure the information is easy to navigate – consider a specific tool to create a 'knowledge base' within a website
C) Keep on top of updating and refreshing the material as things change and develop within your area

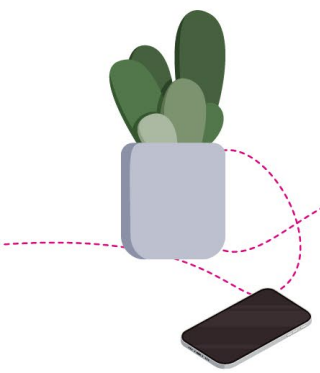




IDEA 32: Scripts

Overview: Provide sample scripts of common conversations that your target audience is having.

How to:
A) Make sure the scripts have clear instructions included on which to use and when
B) Provide prompts for how to adapt the scripts to suit individual situations and scenarios
C) Provide additional value by showing some of the scripts in action

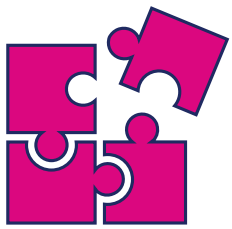


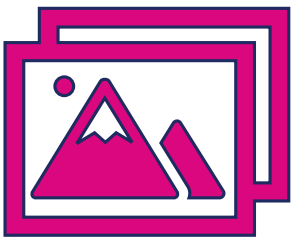
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IDEA 33: Free Sample

Overview: Provide a tangible free sample of your products, such as a free book chapter, or course lesson.

How to:
A) Use something that provides a good introduction to you and your style
B) Make sure the sign-up requirements are not onerous
C) Make the offer to sign up fully a compelling one

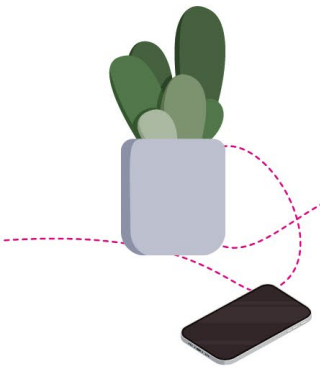




IDEA 34: Slide Decks

Overview: Offer access to your slide decks from a webinar or speaking gig.

How to:
A) Include additional notes to the slides if appropriate for extra 'exclusivity'
B) Make the slide decks visually appealing but provide space to add their own notes if appropriate
C) Consider adding in an exclusive opportunity to ask you follow up questions

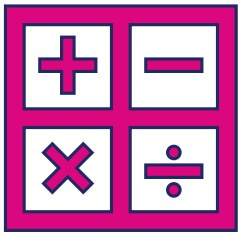


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IDEA 35: Calculators or Tools

Overview: Create a simple tool that performs a task that helps your audience (can be as simple as a spreadsheet through to an app).

How to:
A) Make sure it's both obvious how to use the tool and accessible on various devices where appropriate
B) Present a way to bespoke the output based on user input
C) Results should be presented with any additional information informing users about specific applications or interpretations of the information generated

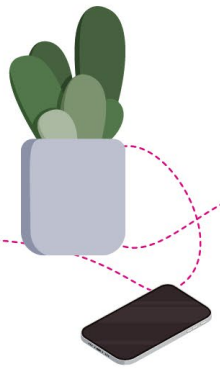




IDEA 36: Industry News Summary

Overview: A more frequent and regular round up of value for your target audience of latest news and trends within your subject matter area

How to:
A) Think about the frequency that will best suit your availability, the pace of change in your subject area and subscriber expectations
B) Add analysis and insight based on your expertise to bring the information together with practical tips
C) Make sure you are drawing information from the best-known sources in your area as well as some lesser-known ones (especially if they add a bit of quirkiness to the output)

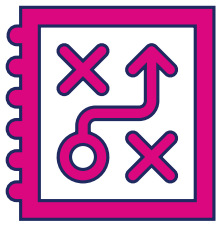


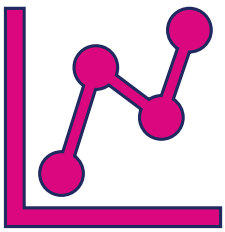
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IDEA 37: Quizzes

Overview: A more informal and irreverent version of a survey.

How to:
A) You are looking for an entertaining way to help people understand their relationship to your subject area better
B) Make sure there is both an instant gratification option as well as more in-depth information available
C) Follow up with additional recommendations based on any outcomes produced

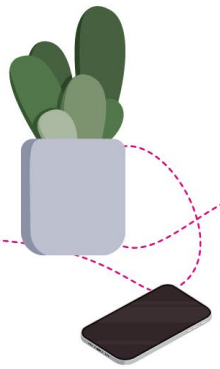




IDEA 38: Predictions

Overview: usually given towards the end or beginning of a year or widely understood period of time

How to:
A) Make your predictions based on your expert analysis of current trends in your area – have the data to back up your assertions
B) Use visual aids to illustrate your thoughts, such as charts and graphs, or even infographics
C) Provide a way to foster discussion of your predictions, perhaps in a group or forum

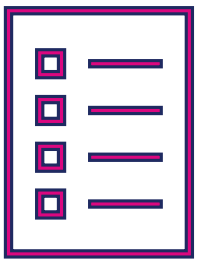


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IDEA 39: Glossaries

Overview: Break down the jargon barrier by providing a glossary of terms widely used in your subject matter area.

How to:
A) Make the list alphabetical for easy reference and cross reference terms that have several possible labels
B) Any definitions should be clear and concise, and not use more jargon unless it's unavoidable
C) If appropriate, show contextual examples of how and where the terms are used

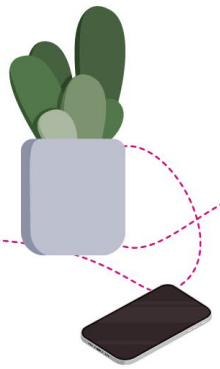




IDEA 40: Original Research

Overview: Set up a survey that gathers opinion from your target audience, with a presentation of findings and insights based on what you find out.

How to:
A) Ensure your methodology is sound and your sample size is appropriate
B) Present the findings in an easily accessible way
C) Use key findings to draw attention to you and your work and capture email addresses from those wanting the full report – you could offer an article about your findings to a well-known publication in your industry

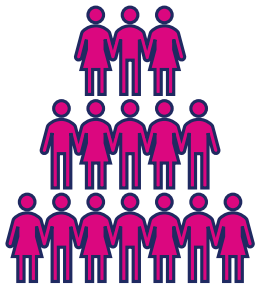


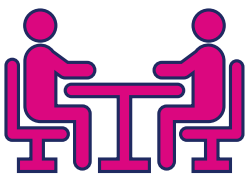
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IDEA 41: Private Community

Overview: Create a private group or forum of people in your target audience for in-depth discussions of pressing issues

How to:
A) Create a group that has clear guidelines for interaction
B) You should be the most active participant, posing questions and engaging with commenters
C) Offer exclusive opportunities, content and other valuable resources to group members

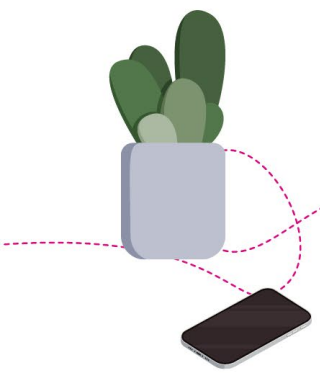




IDEA 42: Personalized Advice

Overview: Create a bespoke bit of feedback for individuals in your target audience, based on information they have supplied.

How to:
A) Create an audit-type process for output they have and offer review and feedback
B) Make your response tailored, empathetic and helpful, but also ensuring your products and services are included in the 'ways to make it better' section
C) Ensure anyone taking up this service knows that the information you see and share with them is confidential between you and them



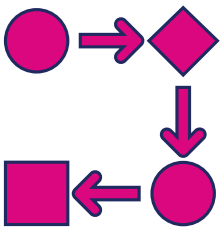
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IDEA 43: Private Event

Overview: Offer tickets to an exclusive event you are hosting that creates a buzz in your industry and have a prize for one ticketholder.

How to:
A) Make entry very easy and the benefits of attending very clear for your target audience
B) Ensure the rules of entry and the draw of the winner are transparent
C) Find a way to include those who can't make it live – virtual streaming, or recorded sessions for example

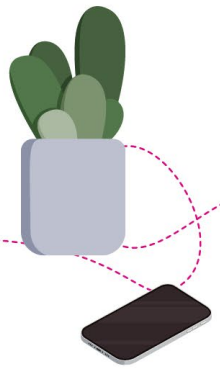




IDEA 44: Flashcards

Overview: Specifically for the memorization or memory-jogging of key information linked to your subject matter

How to:
A) Start with the most important concepts and then expand out from there
B) The flashcards need to be easy to read and visually desirable
C) Provide a guide to using the flashcards most effectively, especially for memorization

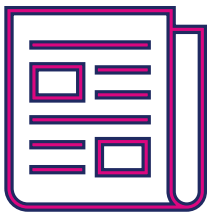


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IDEA 45: Best Practice Guide

Overview: Compile a guide that offers advice on best practices in your area or for a specific task.

How to:
A) Do your research to understand what best practices might be and why they are best
B) Include illustrative examples of where these best practices have paid off
C) Keep the guide up to date and use any updated versions as a reason to re-engage with those who've got a copy

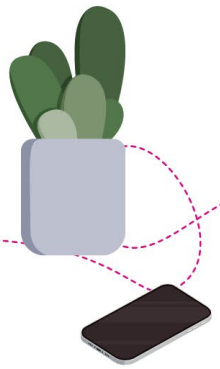




IDEA 46: In-depth Analysis

Overview: Pick a specific topic in your subject matter area and provide a deep-dive analysis of it.

How to:
A) Be objective, offering ideas on strengths, weaknesses, opportunities and threats (SWOT analysis) as you see them
B) Consider many viewpoints before settling on what you believe and why
C) Make sure there are practical tips and actions any reader can take to put the findings into practice

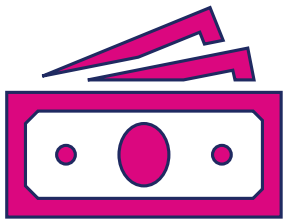


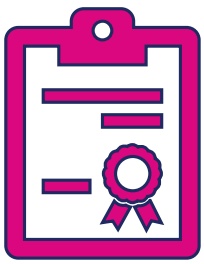
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IDEA 47: Funding Opportunities

Overview: Provide a list of reputable sources of funding, grants or scholarships that your target audience would be interested in

How to:
A) Make sure your research is thorough and up to date
B) Provide templated information (such as eligibility criteria and deadlines) for each opportunity so they can be compared
C) Include a date stamp so that users know the information is as up to date as possible

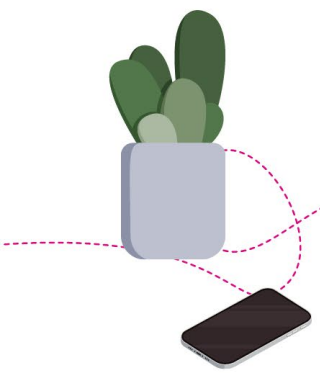




IDEA 48: Compliance Guide

Overview: Write a handy reference guide for your target audience to help them stay within guidelines and requirements of your industry.

How to:
A) Give an overview of any relevant legislation or regulation
B) Make the guide a step-by-step tool where possible
C) Include any 'inside' knowledge from those responsible for assessing compliance or those who have successfully maintained compliance

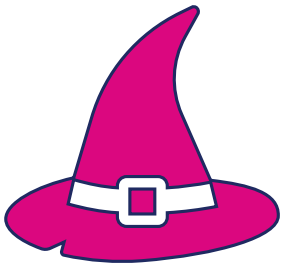


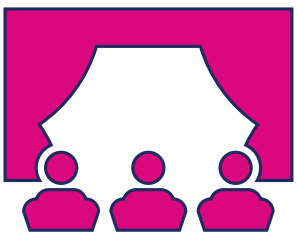
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IDEA 49: Storytelling

Overview: Use the power of storytelling to engage your audience on an emotional level.

How to:
A) Use any of the common story arcs to craft your story e.g. the Hero's Journey
B) Use visual elements to enhance the experience
C) Make any takeaways, morals or lessons clear for any readers to understand and apply to their own activity

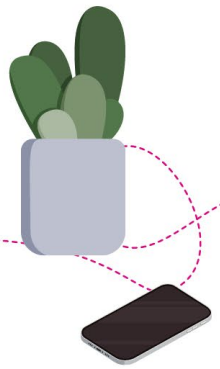




IDEA 50: Behind-the-Scenes

Overview: Give exclusive access to your target audience to see how you create or run a process or activity.

How to:
A) Be transparent and clear with what you are showing
B) Tease the offer with glimpses of what's going on
C) Encourage interaction through a private community or one-to-one fielding of questions



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IDEA 51: Blueprints or Plans

Overview: Share the detail of how you achieve something with a clarity for how it can be replicated.

How to:
A) Ensure there are step-by-step instructions that can be easily followed
B) Point out any areas where activity or output can be customized to suit the user
C) Include examples of use along the way to illustrate the plans being practically used



Need more help?

If you want more help with your Lead Magnets of Sales Funnels, drop me an email at:

GT@GetThatCourseOnline.com

