



Jennifer

Jennifer Henczel | Inspired Influencers www.inspiredinfluencers.com

14 Ideas for Lead Magnets

aka Opt-in Offers, Giveaways, Incentives, Freebies

Why should I build my list?

Lead magnets are important, because they form a bridge from visibility to the Know-Like-and-Trust factor. It can deepen your relationship with your listeners and followers. They can get to know you, what you offer and how you can solve their pains and problems. Here are some things to keep in mind:

- ✓ Your lead magnet should always be of value to your audience. Something they want.
- ✓ Your lead magnet should focus on one thing. Be super specific with it. Solve one pain or problem. Providing insight and help on one topic.
- ✓ Your lead magnet is how you build your email list. To do that you need to use a compliant tool such as [Constant Contact](#), and there are many others on the market.
- ✓ It allows you to get to know your audience and build a community around your message.
- ✓ Capturing leads and building your list is one of the main things a podcaster should be doing for growing and monetizing their audience. It's not about spamming or anything like that. It's about providing value and building relationships.
- ✓ You can send emails to your list about upcoming episodes, your programs or even fundraising. You don't have to be in business to build a list. I've helped non-profits use list building to quadruple their support.

Any podcaster can benefit from building their list!





Jennifer

Jennifer Henczel | Inspired Influencers www.inspiredinfluencers.com

Montetizing: Lead magnets are used for monetizing, too. Once someone is on your list, you can use an autoresponder or weekly newsletter to continue the discussion about what else you offer and how you can help them. In a podcast, it's best to provide a lead magnet, rather than jumping right into sales. It's a much softer way of introducing yourself.

Here are some lead magnet ideas:

- Ebooks
- Guides
- Checklists
- Templates
- Webinars
- Challenges
- Video Tutorials
- Audios (Meditations, songs, talks)
- Memberships
- Mini Online Courses
- Networking opportunities
- Complimentary event passes
- Quizzes
- Apps

Some people who have physical products may also offer samples.

Let's connect! I'd love to hear what you've used as an opt-in and how it's worked for you. Head over to my Women in Podcasting group and comment on that post in our feed. This group is for both podcasters and expert guests:

www.facebook.com/groups/womeninpodcasting

Is your lead magnet working for you? Need some help? Join my membership: www.inspiredinfluencers.com/membership

I thought you might also like a list I compiled of "60 Interview Questions" you can use for your own podcasts, summits, lives and webinars. Go here:

www.inspiredinfluencers.com/60-interview-questions

Check out my podcasts where we have a lot more resources for you. I'd love your review, follow or subscribe:

www.inspiredinfluencers.com/podcasts

