THE PERFECT LEAD MAGNET

WHAT EVERY AUTHOR NEEDS TO KNOW

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Lead magnets can be a valuable marketing tool - when done right.

Your lead magnet needs to include six or seven different key elements if it is going to do its job. It also needs to be well-formatted, clearly labeled, easily consumable by your intended audience, and give your audience an obvious next step if they want to find out more about your books, products, or services.

It can be hard to remember all these details when working on a lead magnet, which is why I made this lead magnet to serve as example. It calls out key details you should include in your lead magnet. While you might not want to copy the style and formatting of this PDF, I strongly urge you to adopt many of the ideas I am about to show you.

YOUR TITLE GOES HERE

YOUR SUBTITLE GOES HERE

Let's start with the basics. Do you see how there is a copyright statement in the footer, and the name and title in the header? Do you see the well-formatted title and subtitle on this page, and the white space around it?

All of these details convey important info to the reader, and they also make the lead magnet look more professional. If you leave them out then the reader might not understand what they are reading, where it's from, or who made it.

Next, note how this text is displayed in a 14-point font in an 8.5x11 PDF. That makes it easy to open and read on just about any electronic device, which is why you should do the same with your lead magnet.

While you might be tempted to simply give away a DOC file (or, gods forbid, a Pages file), you should know that doing so will give the impression that you did not put in the effort to look professional.

It is relatively easy to make a PDF. I made this one using the online tool Canva, but you can make something similar using Word, Libre Office, or another office app. Simply tweak the formatting, add the header and footer details, and then export a PDF copy of your lead magnet. (You might also include a cover, but if you have a good title page then you can do without the cover.)

It is also relatively easy to make your lead magnet into an Epub or Mobi file, and if you are writing fiction then you should consider doing that. My lead magnets, however, consist of workbooks and how-to guides, and I think those work better as PDFs.

Epub, Mobi, and PDF are all acceptable formats, and you should choose whichever one works best for your lead magnet and for your audience. If, for example, you are giving away coloring book pages, I would think that should be a PDF.

Now, if your lead magnet doesn't lend itself to being a PDF, Epub, or Mobi file, that is where things get tricky.

You do not have to restrict yourself to those three formats, but you should still make sure to include details explaining who you are, what the lead magnet is for, and so on. For example, one of my lead magnets is a ZIP file containing around 50 social media graphics (they're conversation starters). I included a text file with instructions on how to use them. I also added my contact info in that text file so that anyone who ends up with a copy can get back to me with feedback.

You can have whatever you want as a lead magnet. What matters is that it looks professional, your audience likes it, and that it gets you the client/reader/etc you were looking for.

I have one last point to make, and it's on the next page for a reason.

The bottom of the last page is where you should add a thank you statement which mentions your books (and if this lead magnet is an excerpt, the book that this came from). Be sure to include a link to where your books are sold, and possibly also a link to your website. You should also include an author bio!

While many authors intend to only share a lead magnet in exchange for a mailing list sign up, I always assume my lead magnets are going to float around the internet, so I make sure that my lead magnets are designed so that they can convert anyone who opens one.