

# Lead Magnet

## Template in the Playbook

### Use the following

Use the Lead Magnet example in the playbook.

With your Lead Magnet use personalisation

Send your Lead Magnet to the right audience

Use 2 to 5 core asset of marketing and 1 strategy in your Lead Magnet

Lead Magnet is a strategy where you offer a product or an Ebook in exchange of an email or you can also write an article of interest and ask for an email to read the rest of the article

This way you build your following and the right audience has it is more likely the people interested in your topic who will willing put their details in to acquire your E-book or article.

Lead Magnet does not always offer a free product in exchange to an email it can be a piece of information about a pertaining product you would like to sale.

As an example our lead magnet for the playbook you are reading is a landing page providing more information about this playbook and a CTA button encouraging people to purchase it.



### Tips for Tripwire

- Always research your audience
- Decide the type of lead magnet you want to do and who is it for.
- Always give the offer to your prospect or customer meaning ensure the download works or the offer is applied.
- Use your imagination to create a pulling lead magnet which attract.

SOURCE: GIRLFRIDAYZ

### My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.