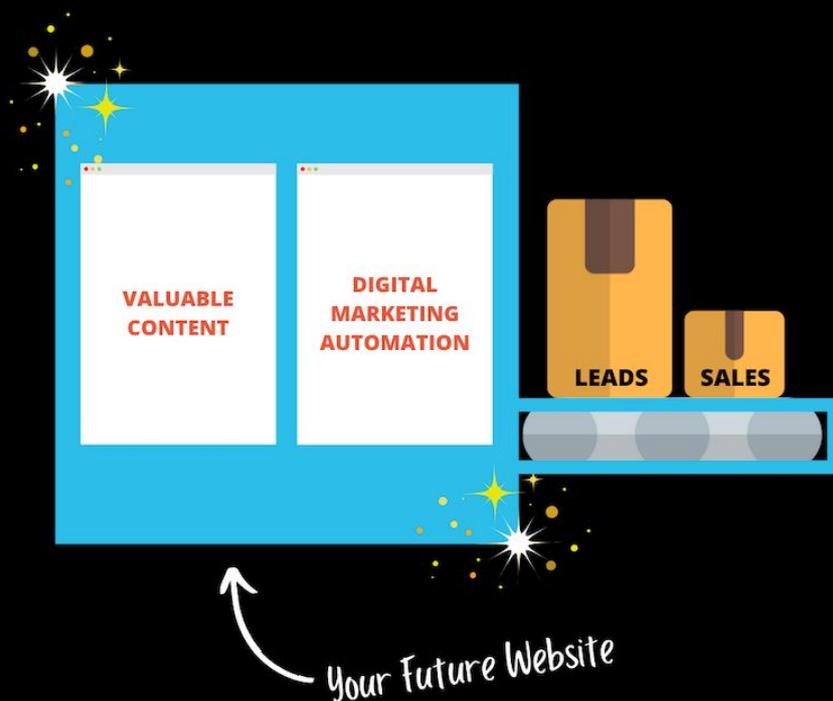


7-Step Guide For Converting More Website Visitors Into High-Value Customers



Workbook 3: The Result & Benefits

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If we want our website visitors to sign up for our lead magnets, we need to pay attention to the way we describe the value they will get from using our lead magnets.

Yes, the design and deployment of our lead magnets are important but without a compelling lead magnet description that grabs the attention, your lead magnet will effectively be invisible.

All your hard work will be for nothing!

It's easy to believe that a lack of sign ups and downloads is solely linked to the quality of the lead magnet but logically, no one can appraise the quality of the lead magnet until they have accessed it.

So, if your website visitors are not signing up for your lead magnet, it is highly likely that the reason for downloading the lead magnet is not compelling enough.

Use this workbook to create magnetic and compelling descriptions for your lead magnets and then use that description to promote your lead magnet using opt-in forms, landing pages and light boxes.

This workbook should take no more than 15 minutes to complete.

Let's get started!

Just in case...

Just in case you have somehow come across this workbook without reading the related guide, here's the link: [How to Convert Website Visitors Into High-Value Customers](#).

Reading that is going to be essential for getting the best out of this workbook.

Creating a Lead Magnet Description

1. What is the physical description of the item you are offering to people who sign up?

e.g. Mini video course about time management

2. What is the biggest result that person could get if they signed up?

e.g. Become more productive

3. What is the biggest benefit that person could get if they signed up?

e.g. Focus on your most valuable activities

4. What is the secret reveal that you'll show them after they sign up?

e.g. The secret to working smarter instead of working harder!

5. Who is this opt-in targeted at?

e.g. Experienced Service business owners

6. What is the biggest pain that person can avoid if they signed up?

e.g. Losing money due to lack of productivity

Lead Magnet Description Templates

Template 1

Get access to our (1) _____ that shows
(5) _____ how to (2) _____

Template 2

If you're serious about (3) _____ then
you need our (5 and 2 combined) _____

Template 3

(3) _____ that have/are (6) _____
need our (1) _____ to (2) _____

Template 4

Learn (4) _____ that helps
(5) _____ stop _____ and start
(3) _____