



Create a Mesmerizing One-Page Lead Magnet

Four Key Steps to a Simple, Engaging Lead Magnet that your Ideal Customers will Print and Keep at their Fingertips



Substantial Solution

Your lead magnet should solve a problem that your ideal customer has, and create substantial value so they'll use it and keep it for future reference.



One Quick Win

Help your audience achieve something. The more specific you are about the benefit of your lead magnet, the better it will convert potential customers.



One-page. Printable

Condense your solution to one page. Keep it easy to print and enjoyable to read, so visitors will want to keep it on their fridge or desk as a handy resource.



Demonstrate Your Expertise

Your lead magnet should show your expertise and demonstrate how you help your leads solve problems. This builds authority and increases the chances that your content converts into sales down the road.



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