

Create a new lead magnet

If your goal is to increase your subscribers, creating a new lead magnet is a really easy way to do this. We aren't just popping up a PDF on our website and hoping for the best. This is about getting people excited to join your list and come along for the ride.

Plan when you want to create your new lead magnet. This can work really well before a launch to get new people on your list or even during a quiet time when you want to give your marketing a boost.

Decide what the format of your lead magnet is going to be. I love email challenges, a PDF that's linked to a monthly challenge, a quiz, a free workshop, an eBook, a checklist or even some free templates.

Decide what the theme of your lead magnet is going to be. What is the outcome you want your audience to have? What do you have coming up that you would like it to link to?

Pick the date it will be available. How long is it going to take you to create it? Be realistic and give yourself enough time.

Pick the name for your lead magnet and some branding for it if you can. There are great free templates in Adobe Express and Canva.

Create social media graphics to promote it. Treat it like its own launch and create a real buzz around it!

Plan the social media posts to go with your graphics. What videos could you do that would explain why this lead magnet is so great?