



Welcome To Module 4!

Mortgage Customer Attraction Strategy.

How to create an effective lead magnet.

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Our focus today.

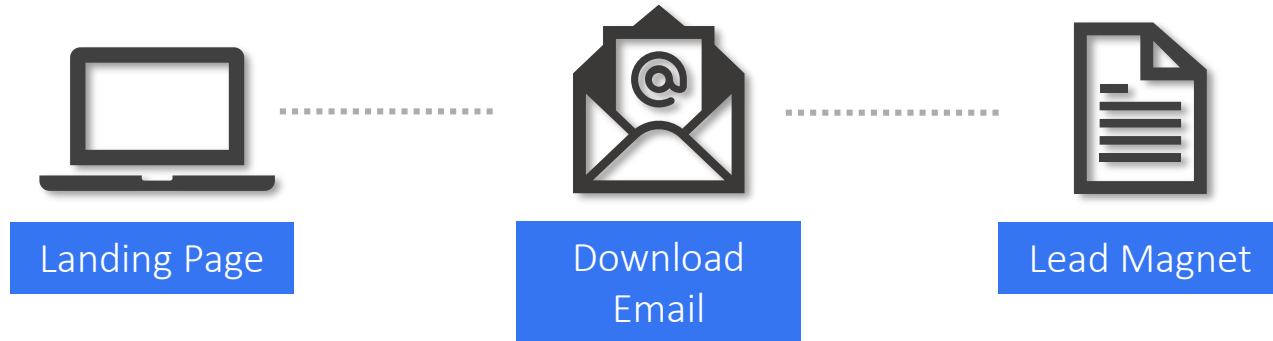
Today, we will be focussing on:

- How to create a lead magnet that is congruent with the offer you are making on Facebook.
- The different types of lead magnets you can use in your campaign.
- We will look at the creation of:
 - A guide
 - A checklist
 - E-books
 - Video Sales Letters
 - Webinars



Lead Magnet Overview.

A good lead magnet can be responsible for generating numerous appointments in your diary each month.



Lead Magnet Overview.



Landing Page



Download
Email



Lead Magnet

Your lead magnet should be designed with the intention of adding value to the subscribers life.

The strength of the value that your lead magnet provides gives more reason for your subscriber to provide you with their contact information.



What's the secret.

There is a simple formula to create an effective lead magnet:

- Understand that you must **give something of value** in order to receive something of value (i.e. potential customers contact details)



Who is your customer?



All successful marketing campaigns begin with knowing your customer.

- **Ask yourself;** who is your customer and what does he or she need and desire that I can provide.
- **Ask yourself;** how can my services satisfy their needs, wants and desires.



Before you start.



..... Start with this exercise:

Create a table and define the following:

- Who exactly is your target customer?
- What attributes do they have?
- What attributes do they need to have prior to joining your email list?



This will ensure your lead magnet not only attracts opt-ins, but attracts well-qualified opt ins.



Lead Magnet Copy.

It's important the information contained in your lead magnet is highly specific.

Example: A Refinance Campaign.

A **Refinance Campaign** should be linked to an outcome BEYOND saving money. It's about WHAT they do with the money saved.

If your refinance campaign is linked to renovation, **everything in your lead magnet** needs to talk about the process of renovating and the outcomes that can be achieved through renovating.

Your lead magnet title must be very specific.



Creating your lead magnet.

Make sure your lead magnet looks professional and appealing.

Include proof elements that build trust and confidence in the reader *e.g. testimonials, case studies, years in business etc.*

The headline you use for your lead magnet must be compelling and tap directly into the pain points of your target audience.

Use colours and contrast to ensure your call to action becomes clear and stands out from the rest of the copy.

Make sure your lead magnet contains a compelling call to action.

Reinforce the benefit RIGHT NOW, rather than the benefit later on.



Creating your lead magnet.

Incorporate directional cues such as arrows or lines or indicators to point your customers eyes to your call to action.

Focus on the benefits your subscribers will receive, rather than the features provided in your service or product.

Use urgency and scarcity to your advantage to encourage and motivate the decision-making process. An open-ended offer will perform poorly.

Create copy that makes everything feel urgent and relevant, and required right now.

Ask someone to proof read your copy to identify words or sentences you may not use in conversation. The lead magnet should be voicing a conversational tone that you would use if you were speaking to a customer on the phone.



Tools used to create a lead magnet.

You will need the following tools to create an effective lead magnet:

- Microsoft word – can turn any document into a PDF.
- Shutterstock.com – a great resource for high-quality images.
- If you're creating an e-book - research online E-book cover generator.
- If you're creating a video sales letter – create a video that aesthetically looks professional.
- If you're creating a webinar – use Webinarjam.com OR everwebinar.com to host your webinar
- Canva – create high quality graphics and visual content.



Drafting your content.



..... The first consideration:

Lead Magnet

..... Address the top three questions you're constantly asked by your target audience.



- ✓ Question One
- ✓ Question Two
- ✓ Question Three



Drafting your content.



..... The second consideration:

Lead Magnet

Write down what your targeted customers pain points are. Think about what keeps them awake at night? What obstacles get in their way?



- ✓ Pain Point One
- ✓ Pain Point Two
- ✓ Pain Point Three



Drafting your content.



..... The third consideration:

Lead Magnet

What offers can you make to your targeted customer, and you know they won't be able to say NO to?



..... *E.g. Free Property Valuation Report?*

..... *E.g. Free 10 Minute Phone Consultation?*

..... *E.g. Free Review of their Budget?*



Drafting your content.

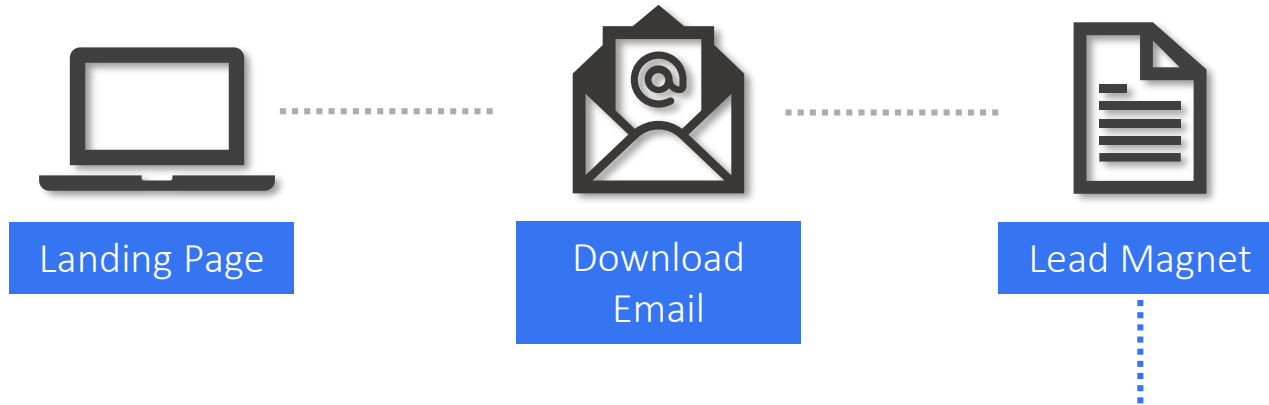
And once you've finished that exercise, ask yourself three important questions:

- Is the lead magnet so irresistible that your targeted customer will feel like they have missed out if they decide to pass on the offer?
- Will your lead magnet achieve an outcome for your targeted customer in the event they do not engage with your service?
- Does your lead magnet demonstrate to your targeted customer how quickly they can achieve results?

You only get one opportunity to make a first impression.



Deciding on the type of lead magnet.



- How does your target customer prefer to consume content? Is it through reading, listening, seeing, or a combination of all three?
- What is the simplest and fastest way to deliver your content and the detail you want to convey to your target audience?
- What is the most cost-effective method of delivering your message to your customer?
- What does your target customer need to be aware of, believe in, and understand so they will WANT to access your service?



Types of lead magnets.



Guides

Guides are typically 3-6 pages long, and guide the reader through the obstacles they are likely to encounter, providing solutions along the way.

- Your guide should reflect your ability to freely provide information, to the extent you're holding nothing back.
- Your guide should be written in layman's terms.
- When considering what content to incorporate in your guide, a great help is to record your first conversation with a client. This will help identify the typical information that is sought out by someone seeking to achieve the outcomes you've promoted.
- Your call to action should include a hyperlink into your calendar (acuity scheduling)



Types of lead magnets.



Checklists

Checklists are a simple one page tick box list including the most important things a potential borrower needs to work through.

Some examples may include:

- Six most important pieces of information your lender will want to know about you.
- Five important steps to keep your credit score intact.
- Seven ways of paying off your mortgage earlier.



Types of lead magnets.



E-Book

E-books serve to underscore your professionalism, and they can also serve to provide an in-depth and granular level of detail to achieving an outcome desired by most people.

- Write from a position of guidance, rather than a reporter.
- Consider a ghost writer, or voice-to-text software such as Dragon.
- Consider recording an audio file and have it transcribed by a transcription service.



Types of lead magnets.



Video Sales Letters

Video sales letters are a great way of capturing your persona, addressing the typical issues and providing direct solutions to those issues.

- Your video sales letters should be well scripted, well presented, upbeat, informative and educational.
- Practice your presentation skills, and seek independent advice to determine whether your video projects your persona in the same way it is projected in reality.
- Remain objective and outcome orientated.
- Long and detailed video sales letters that focus on product structures, in-depth borrowing strategies, lending policy guidelines, credit matrix etc should be excluded at all costs.



Types of lead magnets.



Webinars

Webinars that are well-staged and produced can be the most effective lead magnet you can create. They can deliver customers into your diary presold on your service offering.

- Overall length can be 20 minutes to 75 minutes.
- The sell is – “I am the person who can lead you to your destination”
- The goal is to impact your target customer with your professionalism, technical know how, and explain perceived complicated thoughts and ideas into plain and simple language. The best way to do this is through analogies and story telling.
- Remember – your target customer is going to pick you because they are looking for someone to guide them.

