

UN-MARKET YOUR BUSINESS — LISTENER RESOURCE

Your Lead Magnet Setup Guide

How to build your landing page, set up your blog post pop-up, and connect everything so your freebie actually converts — even if you've never done this before.

Companion to **Episode 201** of the UN-Market Your Business Podcast
with Carol J. Dunlop · UNMarketYourBusiness.com

This guide walks you through setting up your lead magnet system step by step — from the landing page visitors see before they opt in, to the blog post pop-up that captures readers who are already on your site.

If you're brand new to this, start at Step 1 and follow every step in order. If you're already comfortable in WordPress and Elementor, use the quick-reference checklist at the end of each section to move faster. Every step has a note for beginners and a tip for more advanced builders.

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Before You Build Anything — Get These Four Things Ready

Don't open Elementor yet. Every landing page and pop-up that converts well starts with these four decisions made in advance. Skipping this step is why most coaches end up rebuilding their pages three times.

1 Know exactly who you're talking to

Write one sentence that names your specific audience and the one problem this freebie solves. Example: "This guide is for coaches who are creating content but not getting opt-ins because their offer isn't clear." If you can't write that sentence, your landing page will be vague — and vague pages don't convert.

2 Have your freebie file ready to deliver

Upload your PDF, checklist, audio, or video to your media library (WordPress: Media → Add New) or to a cloud folder (Google Drive, Dropbox). You'll need the direct link when you set up your email platform in Step 3.

BEGINNER NOTE

If your freebie is a PDF, upload it to WordPress Media, then click the file to copy its URL. That's the link you'll paste into your email platform so it delivers automatically after someone opts in.

3 Set up your email list and automation first

Your opt-in form connects to your email platform (MailerLite, ConvertKit, FluentCRM, ActiveCampaign, etc.). Before you build the page, make sure you have: a list or tag created for this freebie, an automation that sends the delivery email immediately on opt-in, and your API key or integration credentials ready to connect to Elementor.

PRO TIP

Create a separate list or tag specifically for this lead magnet — not just your general list. This lets you track conversions accurately and trigger a specific welcome sequence for people who downloaded this freebie, not a generic broadcast.

4 Write your headline and three benefit bullets before you open Elementor

Your headline should lead with the outcome, not the format. "Download my free guide" is a format. "Finally know exactly what to say in your welcome emails" is an outcome. Write it in

a notes doc first. Your benefit bullets should each complete the sentence: "After you read this, you'll be able to..."

Building Your Full Landing Page in Elementor

Use a full landing page when you're sending traffic from social media, a podcast mention, or paid ads — anywhere the visitor is coming from outside your website and needs a dedicated, distraction-free experience.

1 Create a new page in WordPress with no header or footer

Go to Pages → Add New. Give it a name (e.g. "Free Guide Landing Page"). Before you click Edit with Elementor, scroll down to the Page Attributes or Elementor settings and set the page template to "Elementor Canvas" — this removes your theme's header, footer, and sidebar so the page has no distractions.

BEGINNER NOTE

"Elementor Canvas" is a blank template option that hides your site's normal navigation. This is important — a landing page with a menu gives visitors somewhere else to go, which kills your opt-in rate.

2 Build the Hero section — dark background, headline, form

Add a full-width section. Set the background color to your brand's dark color (navy, deep teal, charcoal — whatever is on-brand for you). Add a Heading widget with your outcome-first headline. Add a Text Editor widget with your one-line subheadline. Then add the Form widget from Elementor (or your email platform's shortcode if you use a plugin like FluentForms or WPForms).

PRO TIP

If you want the form to sit inside a white card on top of the dark background (like the template from this episode), add an Inner Section inside your hero section, set its background to white, add padding of 30–40px, and drop your form inside that inner section. It creates the card effect without any custom CSS.

3 Connect your form to your email platform

In Elementor's Form widget, go to the Actions After Submit tab. Select your email platform from the list (MailerLite, ConvertKit, ActiveCampaign, etc. — Elementor Pro has native integrations for all major platforms). Map the First Name and Email fields to the corresponding fields in your platform. Select the list or tag you created in Step 1.3.

BEGINNER NOTE

If you don't see your email platform in Elementor's list, go to your platform's website and find their WordPress plugin or embed code. Install the plugin, and it will add a form shortcode you can paste into a Shortcode widget in Elementor instead of using the native Form widget.

4 Add the Benefits section — what they'll get

Add a new full-width section with a light or white background. Add a Heading widget for the section title (lead with the outcome: "Here's What You'll Know After You Download This"). Then add a 3 or 4-column inner section. Drop an Icon Box widget into each column — one per benefit. Write each benefit as a result, not a feature.

5 Add the "Who It's For" section

Add a dark background section with 4–5 checklist-style bullet points that name the exact person this freebie is for. Use an Icon List widget in Elementor, set the icon to a checkmark, and write each item as a "you might be here if..." statement that uses the exact language your ideal client uses to describe their own situation.

6 Add a brief About section with your photo

Use a 2-column section — image on the left, text on the right. Keep this short: 2–3 sentences that lead with connection (a problem you solved or a result you've helped others achieve), then one line of credibility. This is not a full bio. It's enough to answer "who is this person and why should I trust them?"

7 Add a second opt-in form at the bottom of the page

People who scroll all the way to the bottom are your hottest leads. Don't make them scroll back up. Add a second form (or a button that jumps back to the top form using an anchor link) at the bottom of the page inside a gold or accent-color section. Use slightly different CTA button text from your first form — something like "I'm Ready — Send Me the Guide!"

PRO TIP

To create an anchor jump link in Elementor: click the hero section, go to Advanced → CSS ID and type "top". Then on your bottom button, set the link to #top. Clicking it smoothly scrolls the visitor back up to the form.

8 Set your Thank You redirect

In the Form widget under Actions After Submit, add a Redirect action and paste the URL of your Thank You page (you'll build this separately — it's where your tripwire offer lives). Do not redirect to your homepage. Do not use an inline success message. Send them to a real Thank You page that continues the conversation and presents your tripwire offer.

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Publish and test on mobile before you share the link

Click the mobile icon at the bottom of the Elementor editor and review every section on a small screen. Check that your headline doesn't break awkwardly, your form fields are easy to tap, and your button is large enough to click. More than half your traffic will come from mobile — this step is not optional.

Building Your Blog Post Pop-Up in Elementor

Use a pop-up when your visitor is already on your blog and reading your content. They found you organically — they're warm. A well-timed pop-up that matches what they're already reading feels helpful, not pushy.

1 Create the pop-up in Elementor's Templates area

In your WordPress dashboard, go to Templates → Popups → Add New. Name it clearly (e.g. "Lead Magnet Pop-Up — [Freebie Name]"). Choose a blank canvas. This opens the Elementor editor specifically for pop-ups, which has extra settings the regular page editor doesn't have.

BEGINNER NOTE

Pop-ups in Elementor are built as Templates, not as regular Pages. This is important because it gives you control over when and where the pop-up appears — you can show it on specific blog posts only, not sitewide.

2 Set the pop-up width and style

In the pop-up settings panel (the gear icon at the bottom of the editor), set the width to 540px. This is the sweet spot — wide enough to be readable, narrow enough to feel focused and non-intrusive. Set the overlay background to a dark semi-transparent color (black at 55% opacity works well).

3 Build the top band — dark background with headline

Add a section inside the pop-up with your brand's dark background color. Add your eyebrow text (e.g. "Free Checklist for Coaches"), your headline (lead with the outcome, use your freebie name), and one subheadline sentence. Optionally add a small image of your freebie cover graphic below the headline.

4 Add 2–3 benefit bullets and your opt-in form

Below the dark band, add a white background section. Use an Icon List widget for 2–3 short benefit bullets — keep these to one line each. Then add your Form widget connected to the same email list you created for this freebie. Use the same CTA button language as your landing page for consistency.

PRO TIP

Add a "No thanks" text link below your form button that dismisses the pop-up when clicked. In Elementor, add a Button widget styled as a text link, then under its link

settings choose "Popup → Close Popup." Make the dismiss text specific — "No thanks, I don't need help with my email welcome sequence right now" — not just "No thanks." Specific dismiss language actually increases conversions because it reinforces the value of what they're turning down.

5 Add the close (X) button

In the pop-up settings panel, go to the Close Button tab. Enable it. Position it in the top right corner. This is essential — visitors need to feel like they can easily leave. A pop-up with no visible close button creates frustration, not conversions.

6 Set the trigger — when does the pop-up appear?

In the pop-up settings, go to Triggers. Choose one of the following based on your goal:

TRIGGER	WHEN TO USE IT
Exit Intent	Best for blog posts. Fires when the mouse moves toward the browser's close button. Catches readers who are about to leave without opting in.
On Scroll (50–70%)	Good for long posts. Fires after the reader has scrolled halfway — they're engaged and more likely to opt in.
After X Seconds (30+)	Use only if the other triggers aren't available. Never set below 15 seconds — the reader hasn't had time to get value from your content yet.

7 Set the conditions — where does the pop-up appear?

In the pop-up settings, go to Conditions. This controls which pages on your site trigger this pop-up. Do NOT set it to show sitewide unless your freebie is relevant to every single page on your site. Instead, set conditions to specific Posts or a specific Post Category that matches the topic of your lead magnet.

BEGINNER NOTE

For example: if your freebie is about email marketing, show the pop-up only on blog posts in your "Email Marketing" category. Visitors reading about website design don't need an email marketing freebie — and showing it to them will hurt your conversion rate and annoy your readers.

8 Set the frequency and cookie so it doesn't repeat

In Advanced settings, set the pop-up to show Once per session and suppress for 30 days after the visitor has seen it or dismissed it. This prevents the same reader from seeing

your pop-up on every visit, which is one of the fastest ways to train people to ignore your content.

9

Set the form's success action to redirect to your Thank You page

Same as the landing page — after someone submits the form in the pop-up, redirect them to your Thank You page with the tripwire offer. Don't just show a success message inside the pop-up and leave them on the blog post. Send them somewhere that continues the conversation.

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Test on mobile before publishing

Some pop-ups display poorly on mobile screens. In Elementor's pop-up Advanced settings, you can disable the pop-up on mobile devices entirely if it creates a bad experience. Alternatively, adjust the pop-up width to 90% for mobile and reduce padding. Test it on your actual phone before sending any traffic to the blog post.



Before You Share the Link — Run This Final Checklist

Go through every item below before you send traffic to your landing page or publish your blog post pop-up. Each one is a conversion killer if missed.

- Opt-in form submits without errors and adds subscriber to the correct list or tag in your email platform.
- Delivery email sends automatically within 60 seconds of form submission and includes the correct link to the freebie.
- After the form submits, visitor is redirected to your Thank You page — not the homepage, not a blank screen.
- Thank You page includes your tripwire offer with a clear headline, 2–3 benefit bullets, a price, and a buy button.
- Landing page has no site navigation menu — Elementor Canvas template is set.
- Landing page headline leads with the outcome, not the format of the freebie.
- CTA button says something other than "Submit."
- Privacy note appears below the form ("No spam. Unsubscribe anytime.").
- Page looks correct on mobile — tested on a real phone, not just the Elementor preview.
- Pop-up conditions are set to relevant blog posts only — not sitewide.
- Pop-up frequency is set to once per session and suppressed for 30 days after dismissal.
- Pop-up has a visible close button and a "No thanks" dismiss link.
- Welcome email sequence is active and the first email sends immediately on opt-in.

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