



**HOW TO**  
*Create Captivating  
Freebies*  
*that are*  
**ACTUAL**  
**LEAD MAGNETS!**



**Learn my proven strategy to create lead magnets  
that **ACTUALLY ATTRACT** more people  
**AND** get you more sales!**

# HEY!

## WELCOME

### TO SHE'S ON FIRE



# Welcome!

*So freakin happy  
to have you  
here!*

## LISTEN TO THE SHE'S ON FIRE PODCAST!



Hey there! I'm Jen and I am so thrilled to have you here! This guide is going to help you move your biz forward and start attracting people like never before!

**So why should you listen to me?**

I'm a marketing strategist with over 15 years experience in marketing, running businesses, creating online presences for companies and I've worked with 100's of women to change and up-level their businesses and their lives. I don't give you cookie cutter marketing but I do give a no BS approach. I won't sugar coat anything because that will not help you! My clients love the way I help them and they get results using magnetic and magical marketing shit!

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# Learn my Proven Lead Magnet Method that brings over 100 leads a week into my business!

## WHAT YOU'RE GETTING... a proven strategy!

This guide was created by me so I could let you in on the exact strategy I use to attract over 100 people each week and make sales without a fancy long drawn out funnel or cold outreach!

Think about this, imagine how different your business would look if you were getting people into your business each week who are willingly giving you their info?

That's not a pipe dream!

Lead magnets are the best way to get new people into your world so you can show them YOU are the one person who can help them get to where they want to go.

Lead magnets help to build your brand in layers and show people you know a thing or two. You become and automatic expert!

But wait...you may have heard lead magnets are a thing of the past?! Well keep reading...I have news for you!

# MYTH BUSTING

## *Are Lead Magnets Dead?*

*I'm going to give that a  
BIG F#CK NO!!*

Here's the thing...the issue isn't lead magnets. They aren't dead. In fact, lead magnets are working as good as ever. The ACTUAL issue is there are so many shitty ones out there that people have become very skeptical about giving up their email address or phone number in return for some shitty half ass information!

There, I said it. Too many people are throwing together a bunch of crap in a PDF and thinking that's going to work. When it doesn't, they say lead magnets are dead.

I'm going to show YOU how to create killer lead magnets instead!

# BONUS

# BONUS 1



## CREATE MULTIPLE FORMATS

Yes I'm adding one of the bonuses  
first...because it's so crucial!

The method I'm teaching here is never taught and very over  
looked!

Here's the thing...the way I learn may not be the way you learn  
and the way you learn might not be the way she learns and the  
way she learns may not be the way I learn...you get my point!

It's crucial to create different formats of your lead magnet and  
offer each one immediately. If you're reading this guide you  
know right at the beginning I offered a video training walking you  
through this guide.

That's because people learn differently. Some learn by reading.  
Some learn through watching. Some (like me) need both. Some  
learn by just audio.

Yes it's extra work but the work is worth it. I saw my conversions  
go up astronomically when I started this strategy!

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# STEP 1

## CREATE A CAPTIVATING HEADLINE

In order for a person to even think, even ponder at all, giving you their contact info they need to be captivated by what you're offering them. The headline is crucial! It's the first thing they see!

You must create a powerfully persuasive connection to THEIR needs!

Use phrases like "how to" or "X steps to \_\_\_\_"

Use words that create a sense of power and persuasion  
For example: proven, actual, essential, crucial, powerful, magical, critical

# STEP 2

## BUST THE MYTHS THAT MAY COME UP

In this freebie I actually have a myth busting page. You don't have to do that but you do need to bust any negative myths or thoughts someone may have ahead of time!

List them out or sprinkle them through the lead magnet. Either way, it's imperative to do this so the person interacting with the lead magnet knows you've actually done research and you actually know what the f you're talking about.

# ADD EXTREMELY VALUABLE CONTENT

## 3 STEP

Nobody likes to waste time. Make sure you're not wasting anyone's! Give unbelievable value in your lead magnet. You want to feel like you're over delivering on a scale that makes you uncomfortable! A scale where you could actually sell the damn lead magnet.

Don't give them a bunch of fluff with no action steps. Deliver a freakin masterpiece that people walk away from actually being able to do something with it!



# STEP 4

## THE CALL TO ACTION IS CRITICAL

Don't just leave them hanging! Tell them what you want them to do next!

Where should they go to learn more from you? Do you have a Facebook Group? Can they book a call with you?

People need direction. They need to be told what to do so they can do it. Without a call to action your lead magnet won't be a lead magnet any longer. It will collect dust in a dark computer file.

So tell them where to go and what to do right away!

## STEP 4 CONTINUED

# THE CTA - OFFER TO CONNECT WITH YOU FURTHER

## 4 STEP

Gone are the days of just nurturing through email! No email isn't dead either! That's another myth for another time.

BUT, inboxes are overflowing so it's not the only place you want to be. Here's some ways to connect with your people in other ways:

Offer to connect with them through messenger.

Ask for their phone number during the lead magnet optin and use a text marketing service.

Invite them to your Facebook Group.

# 5 STEPS

## CREATE AN OFFER THAT HELPS THEM FURTHER

You have their attention right now! Don't waste that! This person needs your help! It's your duty to give them an offer that will help them even more!

Gone are the days where people need to be nurtured for months on end. They want help right now! They want to change things right now! SO FREAKIN HELP THEM!

You can choose different types of offers to give them right away. An offer to connect further. An offer to another lead magnet or just a free resource with no optin.

OR an offer to your course or program. Yes, really. You don't need to wait to offer to help them further even if it's a paid offer! Make it a GREAT one and get them the results they want!

BONUS

# CREATE TINY OFFERS

Little offers that add HUGE value and help them before they even open your lead magnet!

Once they've said YES they need your lead magnet...show them a tiny offer that will help them and has to do WITH your lead magnet.

A tiny offer will be under \$15 but it will also give massive value to the lead magnet they just signed up for.

For example, when you signed up for this lead magnet I offered you a 100 page lead magnet template to get you started. It also comes with a tutorial on how to use the template. This helps get you moving so you get results faster.

See...massive value at a tiny cost!

# *Let's start brainstorming!*

## **STEPS TO BEGIN**

What formats will you use for your Lead Magnet?

What will your headline be?  
Remember people love numbers, steps and how to's!

What myths or obstacles do you need to bust, if any?

Create an outline for your content.  
Remember you want to over deliver to a scale you feel like you're giving the shirt off your back!

What will your call to action be?

What will your offer be?

Will you have a tiny offer and what will it be?



# SPECIAL OFFER

Didn't pick up the She's on Fire Templates?

Grab them now!

Exclusive templates to save you time and headaches



**100 templates**

**Cheatsheets**

**Worksheets**

**Ebook**

**Graphs**

**and way more!**

**Only \$7**

**Click Here to Grab these Now!**

# TIME TO LIGHT THAT FIRE AND ATTRACT YOUR LEADS!



It's time to take action and really dig in! It's time to get started so you can transform your business and follow your dream.

Lead magnets aren't dead! When you understand how to create them in a way that ACTUALLY works then you can use it to get more people into your world and buying the amazing things you have to offer.

Success LOVES Speed so take action! It's the only way to see results!

*XO Jen*

**CLICK HERE TO**  
**JOIN THE COMMUNITY!**

