

6 Steps To Creating The Highest Converting Lead Magnet & Lead Capture Page For Your Business

Step 1 - Answer This Question

What would a “Dream come true” look like to your prospect? Think about the biggest problem, frustration, or pain point your customers have, and work out what their ultimate dream solution would be.

The fastest way to do that is to get on the phone with a few of them and ask them (BEST option), or use one of the free online survey services such as [SurveyMonkey.com](https://www.surveymonkey.com) or [SurveyGizmo.com](https://www.surveygizmo.com) to ask them online.

Step 2 - List The Steps Required To Achieve Their Dream Come True

Your prospect’s dream come true result involves them taking a series of steps from where they are now to where they want to be.

List the 5, 8, or 10 steps required to complete that journey. Now you have a road map for helping your prospects to start moving towards their desired result.

Step 3 - Create Your Lead Magnet And Hold Nothing Back

The goal of your lead magnet is to **give your prospects the entire solution** to achieving the FIRST STEP in that journey. It should offer a quick fix, be highly relevant to the achieving the result and super simple to consume. Something they can consume and understood in 5 - 7 minutes is ideal.

This is because when your free information helps people by actually helping them to get even a small initial result, your trust and credibility goes sky high. They will be much more likely to buy your product if it will help them get their dream come true result.

At the end of your lead magnet, offer your readers an opportunity to buy your product or service so they can continue the journey to their desired result.

Step 4 - Create An Email Followup Sequence To Move Them Closer

Your prospect is unlikely to purchase the first time they see your offer. For those who don’t buy straight away, create an email followup sequence that helps them take the next few steps towards their “Dream come true” outcome.

So in message 2, you give them the second step towards where they want to be. In message 3, give them the third step, and so on. The closer you take them towards their dream come true with your free content, the more desire they will have to purchase your product.

At the end of each message, article, report, blog post or video in that sequence, offer your readers an opportunity to buy your product or service again. Keep helping them take small steps towards their dream come true until they buy.

Step 5 - Create A Lead Capture Page That Focuses On The Big Idea

Never send prospects directly to your main website from any advertising or lead generation you are paying for. There are simply too many distractions and rabbit holes they can go down instead of opting in. Always create a dedicated landing page using a service like [LeadPages](#) to give away your lead magnet.

Simple is best for your capture page. In just a few words, tell your prospects how their lives will be transformed by consuming your lead magnet. Here is the design and type of wording that has proven to convert the best in all of my testing. It's based on one of the standard templates that comes with [LeadPages](#).

100% Free Cheat List...

"The 50 Most Profitable SEO Niches (Over 5k Per Sale) With No Competition"

Enter a Valid Email Here...

Download The Cheat List Instantly

Your Information is 100% Secure And Will Never Be Shared With Anyone.

[Legal Information](#)

Some important points:

- Putting **100% Free Cheat List...** at the top works extremely well.
- The less words the better. Use the formula - **Get [great result] without [bad outcome]**

- Only collect the email address. This will increase your optin rate
- Default text for the email field should be **Enter a Valid Email Here...**
- The button wording should be **Download The Cheat List Instantly**

Step 6 - Create A Second Lead Capture Page And Split Test

Split testing with [LeadPages](#) is super simple. You can create a variation of your page with a couple of clicks of your mouse and the system will automatically split test the two variations for you, giving you the results after a couple of hundred optins.

The things you should test are (in this order): Headline (test multiple different ones), then button text and finally the colour.

By finding a winner and constantly split testing other variations against it, you'll be able to make incremental improvements over time. I'd love to hear about your results from using this 6 step formula. Please let me know how it goes for you.

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