



SKILL 7

**INTEGRATED
SYSTEM/₂
LEAD MAGNET**

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STAGE I: PACKAGE

MODULE C: PROGRESSION PLAN

SKILL 7: YOUR INTEGRATED SYSTEM and LEAD MAGNET

You ultimately want to create a Progression Model - four levels of programs:

- 1. FREE GIFT:** A free gift is often called a **LEAD MAGNET** because it's the **magnet** that **leads** people to your landing page. Your lead magnet can be a video, a podcast, a survey, a test or quiz or part of your larger program. It's something that solves a small problem but leads the viewer to "want more". You want this to be good, because this is what grabs people's **attention** in the first place.
- 2. YOUR ENTRY LEVEL PROGRAM** solves a small problem or challenge. Entry Level Programs are typically five to seven weeks. Here, you are breaking the ice, by getting people to spend a small amount of money (\$47 or \$97) on your product. People are more likely to spend more money, once they have invested in your work once.
- 3. YOUR IN-DEPTH PROGRAM** costs between \$497 and \$1,997. \$997 is a good price for business (money) related product. \$497 is a good price for a non-business (money) related product. Why is this? People are more likely to spend money, if they think they'll get a "financial return on their investment". Have an in-depth program prepared when you start promoting your entry level program. *Plant seeds* about your larger program during your entry level program.
- 4. MASTER-MIND:** More money pays for more one-on-one access to the coach (you). Master-Minds can cost anywhere from \$7,000 to \$100,000. You want to have your Master-Mind Program in place when you facilitate an in-depth program, so you can enroll clients in the Master-Mind before the end of your program. By now, the client has already invested a larger sum of money in your work.

Coaches utilize the above Progression Plan to establish value. The coach positions themselves as a leader. You "get to know" (and bond with) the coach on-line and live from the stage. One-on-one time costs more. This is why coaches can charge more money than therapists for one-on-one sessions.

I call the above progression model your **Integrated System** (IS).

YOUR FOUR-LEVEL

1. LEAD MAGNET

A "Free Gift" that you offer in exchange for an email address

2. ENTRY LEVEL PROGRAM

An inexpensive program (\$47 to \$97) that breaks the ice.

**YOUR
INTEGRATED
SYSTEM
(IS)**

4. MASTER-MIND OR VIP DAY

More One-on-One Access for more money. Usually \$10,000 to \$100,000..

3. IN-DEPTH PROGRAM

A more expensive program that costs more: Between \$497 and \$1,997.

PROGRESSION PLAN

a. YOUR INTEGRATED SYSTEM (IS)

A system is made up of several products. Your Four Level Progression Plan (previous page) is now your **Integrated System (IS)**. Your **IS** consists of four to five levels of products.

At this stage, you are not only designing one product. You are designing a product line, which will become your own **Integrated System**. Ask yourself these questions:

1. Is there a way that I do what I do?
2. Is there a system hidden in what I do?
3. Can I formalize my “system” by breaking it down into stages or steps?
4. Can I come up with names (acronyms, etc.) for these stages or steps?
5. Can I come up with a name that summarizes my system?

People like Blueprints, Systems, Step-By-Step Processes, Formulas, and Roadmaps. Your **Integrated System** is your Blueprint or Roadmap.

Your **Integrated System** becomes your Brand identity. Your **IS** shapes how your work looks, sounds and feels. Your **IS** shapes the organization of your business. It shapes your Keynote (Power) Speech, your podcast, your blogs, your videos and more.

b. CREATE YOUR MENU

Now, take the program or package that you designed in the last chapter and break it down into four stages. You can do this by finding new components hidden within the package that you designed. You can also take the whole program that you designed and expand it outward, into something bigger.

Ask yourself:

1. What’s missing? Did I leave anything out? Are there any steps that I left out?
2. What will my client need *after* they have completed this program?
3. What will my client need to do *before* they begin this program?
4. What is the BIG picture that my program is a part of?
5. Are there any steps that I can break down further?

You are taking the same basic ingredients that your initial program was built from and creating a new menu. The new menu items can be your free gift or they can evolve into a more advanced system. Here’s an analogy:

A Mexican restaurant may have 60 menu items, but if you go back to the kitchen, they have 12 basic ingredients: beans, rice, tortillas, salsa, etc. This is what you’re doing. You’re stocking your kitchen during the first year.

c. YOUR LEAD MAGNET

A COMPELLING GIFT

How do you enroll prospective clients to join your email list? Asking email subscribers to allow you into their inbox requires a lot of trust. Today's customers are very discerning. With overflowing inboxes, it's important to create an offer that readers can't refuse. Make sure that your compelling gift is an incentive that's worthy of their trust.

You don't have to write a 300-page e-Book. To the contrary, today's reader is in a hurry. They are more likely to need use a simple checklist, worksheet, or resource guide. A checklist that your subscriber can use over and over again and again will be far more valuable to them than a 300 page book.

You may see the same questions popping up over and over again on your FaceBook Forum. For instance, if you often find yourself answering questions about the tools that you use to run your business, a resource guide will probably be well received. You can create Client Surveys to learn more about your potential customers. Read through their responses and find out:

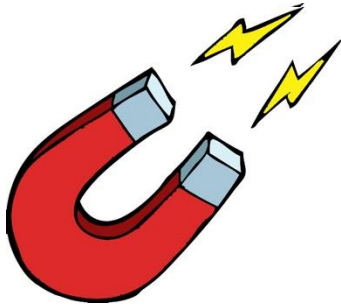
- What is the most pressing problem your market faces?
- What language do they use to describe the issues they face?
- Which resources will make it easy for them to move to the next level in business or in life?

Look at what other coaches offer. Are there gaps in their information? How you can fill those holes? You can design your own lead magnet quickly by re-organizing and re-formulating your other content.

- Offer a free chapter from your latest book.
- Repackage a webinar as a new audio file.
- Convert a series of blog posts into a new PDF.
- Re-package the checklists and worksheets you use in your own business.

Now, look at all of the Lead magnet ideas on the next page. Check the ones that might meet the needs of your subscribers. You will later be asked to expand these more fully, into a sequence of emails that you can offer.

a. YOUR FREE GIFT



A **Lead Magnet** is a “free gift” that online providers offer to potential buyers in exchange for their email address or other contact information. Lead magnets usually offer digital, downloadable content. If you want to generate leads online, your business needs a lead magnet. Why? People aren’t going to give you their email address without a good incentive. As a marketer, it’s your *job* to give them a compelling reason to do so. Use your imagination. Your lead

magnet should:

- **Solve a real problem** that your customer has.
- **Be Easy to Use:** your lead magnet should help your client or customer to *easily* achieve something.
- **Be Very Specific:** The more specific you are about the benefit of your lead magnet, the better it will convert leads.
- **Be Quick to Digest:** PDF checklists convert well because they are quick and easy to digest. Go to [Canva.com](https://www.canva.com) to create attractive, professional and well-designed PDF Gifts that your clients will love!
- **Have High Value:** Both high *perceived* value and high *actual* value.
- **Be Instantly accessible:** It can be delivered now. Instant gratification.
- **Demonstrate your expertise or UVP** –Your lead magnet should demonstrate your expertise or your Unique Value Proposition.

b. LEAD MAGNET IDEAS

Here are some ideas that you can use to design your “free gift”:

1. Checklists convert the best out of all the lead magnets, because they condense everything that the user needs to know into one, actionable list. You can summarize your popular podcasts or blog posts as a checklist, and turn it into a content upgrade (a PDF copy of the blog).

2. Cheat Sheets give the user a list of guidelines, or a process that they can follow over and over again to achieve a specific benefit. Like checklists, there’s a unifying theme with an end result. This list is an example.

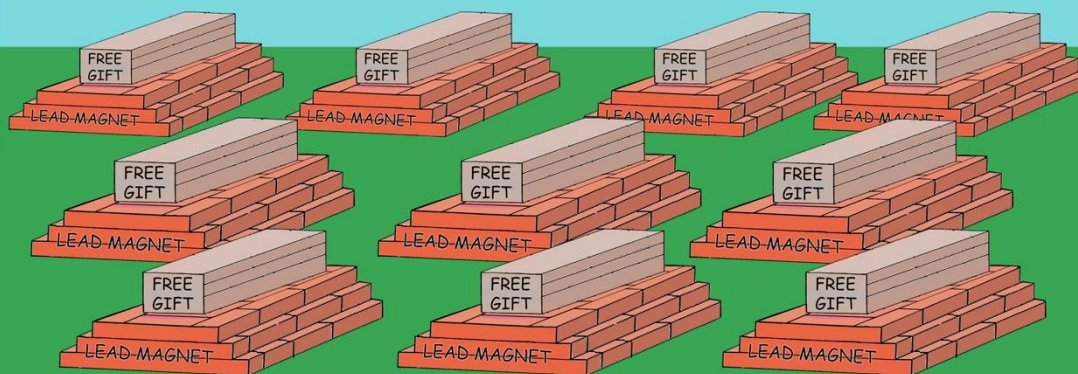
3. Templates can be anything that provides an outline, or some sort of starting point, so all the user has to do is fill in the blanks. Take your lead magnet one step further, and create an entire *collection* or library of templates.

4. Scripts: If your buyer needs help prepping for an interview, sales meeting or presentation, offer them an enrollment conversation for closing the sale or a script for pitching themselves to a potential employer.

INTEGRATED SYSTEM

1. LEAD MAGNET

A FREE GIFT THAT INTRODUCES PEOPLE TO YOUR WORK



CHOOSE FROM OVER 60 LEAD MAGNET IDEAS

MAKE YOUR FREE GIFT

RELEVANT

It addresses a problem your clients have

UNIQUE

It stands out from all other “free gifts”

USEFUL

It’s something they will benefit from

5. Toolkits: Everyone wants to know what tools the pros use. Syed's [Toolkit for Growing Your Online Business](#) is an example.

6. Resource Lists are really valuable because you're saving your users a lot of research time to find resources that they need. Example: A list of corporations who pay speakers for professional presentations.

7. Calendars can also be extremely useful in a variety of industries. For example, if you're in the fitness industry, you could offer a workout calendar.

8. A Plan/Planner that you've mapped out for someone on a daily, weekly, or monthly basis. Example: Vegan Meal Plans designed by a nutritionist.

9. A Worksheet/Workbook is similar to a planner, except that it helps people complete a specific set of tasks or figure something out. An editable workbook that someone can download and fill out right on their computer.

10. A Printable: If you are in a creative industry, your users may want something attractive that they can print out. This can also include practical printables, such as a shopping lists or grocery lists.

11. Inspirational Gift: People search the internet for inspiration all the time. Include something visual with your content.

12. Prompts inspire users by giving them ideas to think about. [60 Journal Prompts](#) is a self-help lead magnet that helps users develop "self-love".

13. Calculator: Create a calculator and gate it as a lead magnet. [VWO](#) has some great calculators on their site that can be packaged as lead magnets.

14. Generator: People often search for generators that they can use to create something quickly. [HIspot](#) has a blog topic generator on their site.

15. Spreadsheets can be used to create all kinds of useful resources. They're basically a programming tool, right at your fingertips!

16. Recipes: Plenty of recipes are available for free on the internet. Collect some and use them as a lead magnet. For instance, Ayurvedic Meal Plans.

17. Gated Content is a blog post or part of a blog post that's hidden behind an email opt-in form. You can gate the second half of a long blog post, so readers gain access by sharing their email address.

18. A Tutorial teaches you how to do one specific thing. It can be a video or a PDF download with numbered steps. Use a list-style headline ("10 Steps to XYZ"). People like to know exactly how many steps your tutorial is going to take.

19. eBooks don't convert as well as checklists or cheatsheets, because they tend to be lengthy and difficult to consume. You can get better conversions from a PDF that took you 30 minutes to put together.

20. Guides can work well when you use them as the nurturing part of your sales funnel, to educate prospects on why they should buy from you.

21. Reports work in any industry that relies on data, statistics or research. You can either do the research and collect the data yourself, or you can put together data from various sources into one, comprehensive report.

22. Infographics drive a lot of traffic to your site because people need to *visualize* a concept before they can fully understand it. Instead of giving users a lot of text to sift through, illustrate your point with an infographic.

23. Educational Videos combine audio and visual content. Put real people in front of the camera (or come on camera yourself) to boost your brand. *Videos have a higher perceived value*, making them that more desirable.

24. Educational Audio: If your ideal customer doesn't have time for reading or watching videos, they might prefer to have something to listen to in the car on their commute to and from work. You can repurpose a video by removing the video and turning the audio into a lead magnet.

25. Webinars also have high perceived value. They have an added value because they are timely and *urgent*. Live webinars occur at specific times. They may have only a limited run, so they play on the "fear of missing out".

26. Event Tickets: Offer free tickets to a live event in exchange for an email address. This works if your target audience lives close to your in-person event. Use Facebook ads to direct targeted people to your opt-in form.

27. Email Courses are fairly easy to put together because they don't require you to create anything fancy or downloadable. Email courses can be used to turn prospects into customers.

28. Free Book + Shipping: If you have physical books that you've written lying around, you can give them away as a lead magnet. Physical books have a higher perceived value than eBooks do. Collect a small fee to cover your shipping costs. Because the user pays for shipping with their credit card, this lead magnet *creates strong leads*. You've not only gained a new lead, you've also acquired a new *customer*. Existing customers are easier to convert to a higher offer than people who've never bought anything from you before.

29. Sample Chapter: If you don't want to go the free book route, you can simply pull out one chapter and offer it as a free sample.

30. Sample Video/Clip: If your product includes a video or videos, pull out a sample video or a sample clip and exchange that for an email address.

31. Sample Audio Clips work well as lead magnets also.

32. Free Coaching Sessions get your prospects on the phone with you, and those people are usually expecting to hear your Enrollment Conversation at the end. This is an effective way of acquiring high-end clients.

33. PDF Version: Find your most popular blog posts, save a PDF version of the blog post, and then offer it as a content upgrade. You'd be surprised how many people will opt in to receive the blog they just read in PDF form! The value here is that they get to *own* your blog post.

34. Transcripts: Although many people prefer video for learning, many other people prefer to read. Making sure you have both learners covered is a great way to provide more value with the content you've already created.

35. Audio Version of a written piece of content.

36. Summary / "Cliff Notes" Version: Package a summarized version of something comprehensive into a lead magnet. You can also share what you're learning from other influencers in your industry by offering your "cliff notes" version of their presentation or book.

37. State of the Industry report focuses on fresh, new industry trends.

38. Predictions Make some predictions about your industry and publish them as a downloadable lead magnet. People *love* to hear predictions about what to expect so they can get a jump on upcoming trends.

39. Mind Maps explain a complex subject in a very digestible way. Because they don't require too much detail (they're essentially an outline), these types of lead magnets are really quick to put together.

40. Recording/Replay: Do you present live webinars? You can repurpose your webinars by saving the recording and using *that* as a lead magnet.

41. Audio Book: Turn your eBook into one long page on your site. Then, generate leads by adding a call to action to download your audio book version. Win and win!

42. SlideShare: Turn a SlideShare presentation into a lead magnet. SlideShare has a built-in lead generation tool that allows you to convert your SlideShare audience into email subscribers.

43. A Roundup Post is a list of tips or techniques from other experts in your industry. To write one, you simply need to interview people and pull all of the quotes together into one big post.

44. Newsletter: Sometimes your email newsletter itself is so irresistible that it's a lead magnet in and of itself. The best part about this lead magnet is that the subscriber is already expecting the emails.

45. Vault/Library: Do you have lots of educational lead magnets? Give your users the option to access them all at once by putting them together into a "vault", or a virtual library on your site. All you need is one big page on your site with the links to download each of your lead magnets, and put that page behind an opt-in form. It's a simple way to give more value to your users with the lead magnets that you've already created.

46. A Quiz is an entertaining lead magnet and that's why it converts so well! A quiz has the user answer a series of questions, and then gives them a result. But in order to get the result, you have to enter your email address. To create a quiz, you can use a tool like [Qzzr](#). Qzzr also allows you to drive social traffic to your quiz and generate leads with it.

47. A Survey can help you better understand what your market wants and answer their biggest specific questions. A survey can also be used as a lead magnet with a compelling call to action.

48. Giveaway: One of the most effective lead magnets is the giveaway. Who doesn't love the opportunity to win free stuff? If you really want your giveaway to be effective, make sure it does two things:

- Offer a *relevant prize* (one that your ideal customer would want)
- *Get participants to share* (offer additional prizes for each social share)

49. A Manifesto is a simple declaration of your values. It makes a great lead magnet because your ideal audience will naturally be drawn to it.

50. Quotes: People love inspiring quotes from influential people.

51. Desktop Wallpaper: If you are in a visual/creative field of business, consider giving away some of your work in the form of a desktop wallpaper download. Desktop wallpaper serves as a constant reminder of your brand!

52. Web Apps are free tools that live on your site and require a login to use. Users have to sign up by email to get the login.

53. Mobile App/Game: Simply ask users to create an account with you in order to use your app. Then, you can send them emails to help increase their engagement, and encourage them to buy your premium product.

54. Facebook Challenges and Five Day Challenges get people to take actions that are consistent with your goals. A start and an end date creates urgency. This makes the offer that much more compelling.

55. Facebook Groups show that people really do value communities.

56. Slack Groups: Slack is an app that allows you to send instant messages to groups of people. This can be a really fun—and powerful—way to build a community around your brand.

Usually, the goal of a lead magnet is to move top of funnel prospects into the *middle* of your funnel. However, not all customer journeys are the same. Sometimes a prospect hasn't given you their email address yet, but they are already thinking about buying your product. These lead magnets are for people who are already at the **bottom of your funnel**.

57. Free Trial: Most software companies offer a free trial or demo of their software right on their homepage. Why? Because that's how they get your email address. You don't have to be a software company to benefit from a free trial lead magnet.

58. Coupon: A coupon works well at the bottom of your funnel because most people who make online purchases like to shop around for deals.

59. Case Studies: Prospects at the bottom of the funnel love to read case studies. This type of lead magnet could give them that one last push they need to buy your product.

60. Waiting List: Do you have an upcoming product launch? You can use a waitlist to collect the emails of prospects at the bottom of your funnel.

61. The Early Bird Discount is a great way to reward your most enthusiastic prospects at the bottom of your funnel.

62. Free Shipping: Free shipping is something that *everyone* wants when it comes to shopping online. If someone is very close to making a purchase, free shipping might be the offer that closes the sale.

63. Free Consultation: Many lawyers offer free consultations as lead magnets. This is a great bottom of funnel offer for you as well. This is when you apply your Enrollment Conversation.

64. Catalog: If you have a product or service catalog, offer it as a lead magnet at the bottom of your funnel! Just remember to ask for their email address on the order form.

Now, you can narrow it down and choose five of the above Lead Magnets.

c. CHOOSE A LEAD MAGNET

First, identify your Compelling Lead Magnet. Check all of the items below that would make good Lead Magnets (“free gifts”), to bring traffic to your website. For more information on a specific idea, see the full list on page 53.

- Checklists** (like this one)
- Cheat Sheets**
- Templates**
- Script**
- Toolkit**
- Web Apps**
- Resource Lists**
- Calendars**
- A Plan/Planner**
- A Worksheet/Workbook**
- State of the Industry Report**
- Inspirational Gift**
- Prompts**
- Calculator**
- Generator**
- Spreadsheets**
- Recipes**
- Gated Content**
- A Tutorial**
- e-Books**
- Guides**
- Reports**
- Infographics**
- Educational Videos**
- Educational Audio**
- Webinars and Classes**
- Email Course**
- Free Book + Shipping**
- Sample Chapter of book**
- Sample Video/Clip**
- Sample Audio Clips**
- Free Coaching Session**
- PDF of a Blog Post**
- Transcripts of Webinar**
- Audio Version of Blog**
- Summary / “Cliff Notes”**
- A Printable**
- Industry Predictions**
- Mind Map**
- Recording/Replay**
- Audio Book**
- Slide Share**
- Roundup Post**
- Newsletter**
- Vault/Library**
- Quiz**
- Survey**
- Challenge**
- Giveaway**
- Manifesto**
- Quotes**
- Desktop Wallpaper**

- | | |
|---|---|
| <input type="checkbox"/> Event Tickets | <input type="checkbox"/> Mobile App/Game |
| <input type="checkbox"/> FaceBook Group | <input type="checkbox"/> Case Studies |
| <input type="checkbox"/> Free Trial | <input type="checkbox"/> Slack Groups |
| <input type="checkbox"/> Coupon | <input type="checkbox"/> Free Shipping |
| <input type="checkbox"/> Early Bird Discount | <input type="checkbox"/> Waiting List |
| <input type="checkbox"/> Free Consultation | <input type="checkbox"/> Catalog |

Identify the **top five ideas** that you'd like to develop from the above list:

1. _____
 Strength: _____
 Drawbacks _____
2. _____
 Strength: _____
 Drawbacks _____
3. _____
 Strength: _____
 Drawbacks _____
4. _____
 Strength: _____
 Drawbacks _____
5. _____
 Strength: _____
 Drawbacks _____

Which offer is likely to be most compelling (and useful) to your clients?

He or she has a need for this because: _____

d. CREATE YOUR LEAD MAGNET

Your Lead Magnet is an essential link in the chain that leads to your paying product, program or service. Make it useful, relevant and interesting to the needs of your ideal clients.

Choose one lead magnet. Break your lead magnet down into a list of 10 steps or tasks. How much time will each task require? How long will it take you to create your lead magnet, from start to finish? Will you need help with any step, such as technical completion?

Begin by using the Planning Form below.

LEAD MAGNET TASK LIST

1. _____
2. _____
3. _____
5. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

I will need help with:

Estimated time or date of completion: _____
