

A high-angle, top-down photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a light-colored long-sleeved shirt. The desk is white and cluttered with various items: a black coffee cup filled with coffee, a spiral-bound calendar for May 2019, a smartphone, and some papers. The background is a plain white wall. A semi-transparent white rectangular box is overlaid in the center of the image, containing the title text.

GROWING YOUR AUDIENCE

LESSON ONE - LEAD BUILDING

Lead Building vs. Audience Building

LEAD BUILDING

Growing Email

- Lead magnets
- Instagram Challenge
- Summits
- Webinars

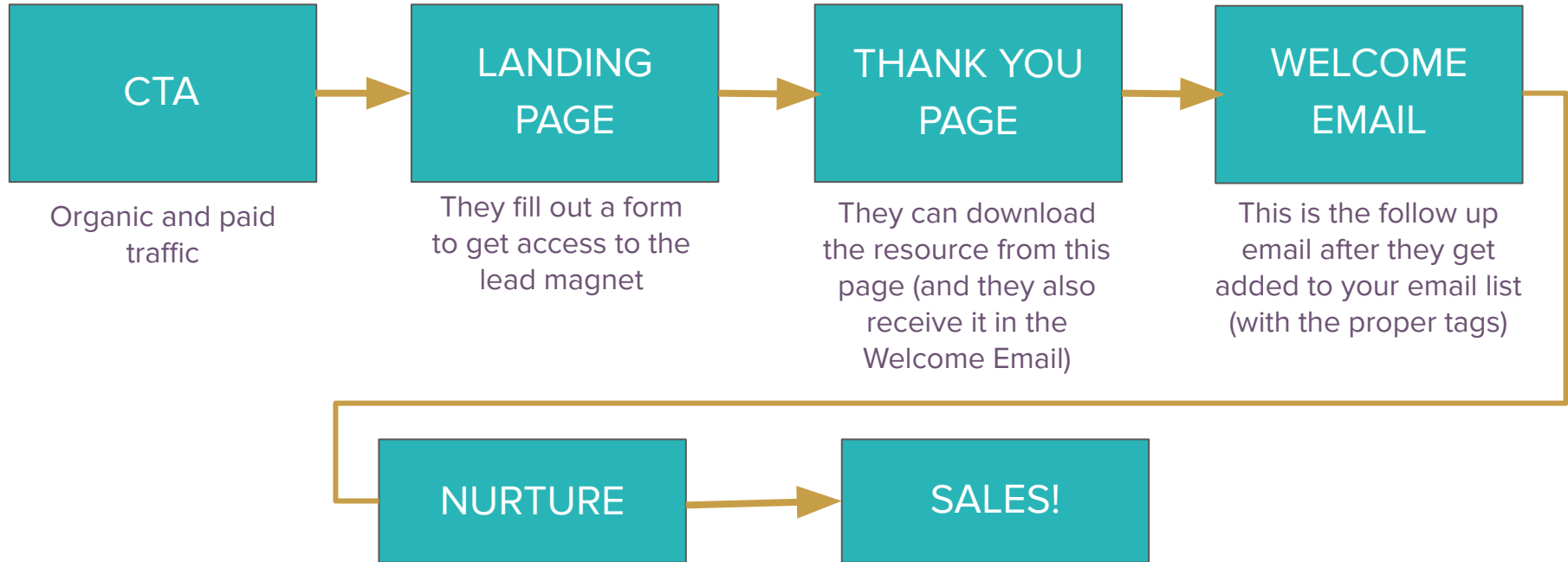
AUDIENCE BUILDING

Building Brand

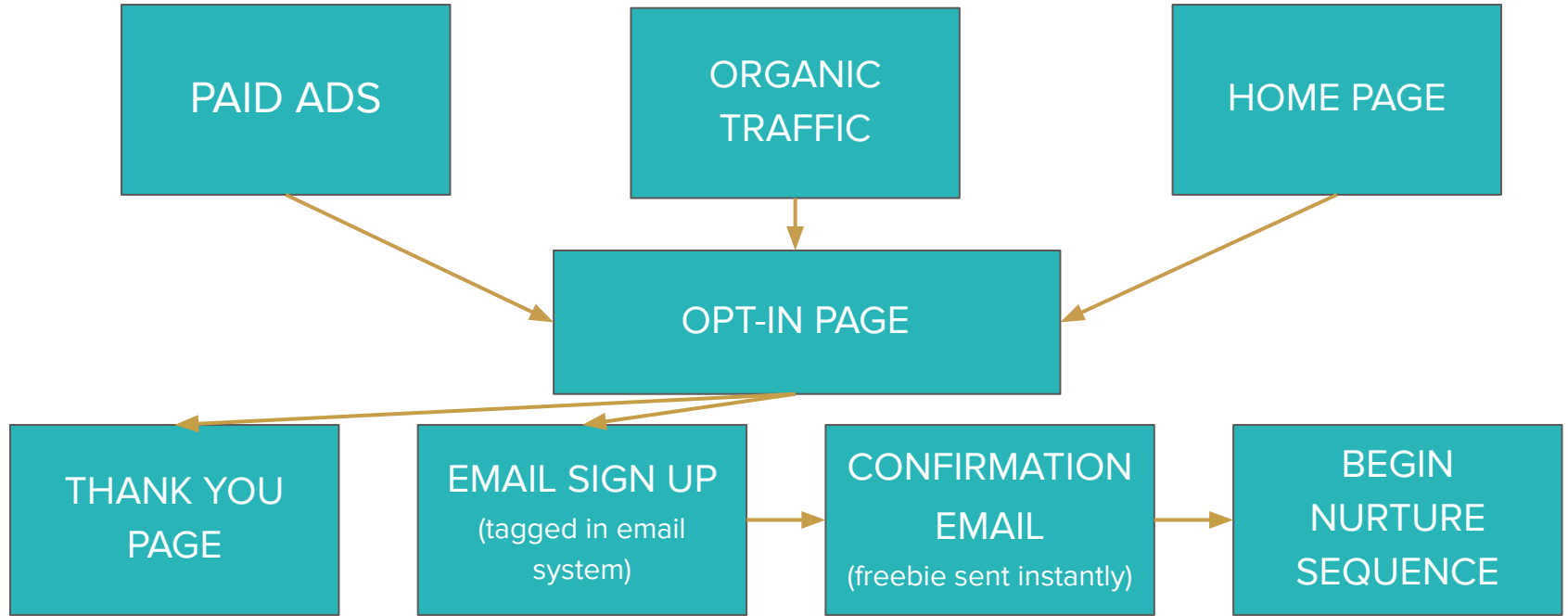
- Videos/livestream views
- Blog visitors
- Followers on social

* Make sure every page has a pixel on it for retargeting.

Lead Magnet Path



Points of Entry



Promotion Entry Points

SOCIAL

(paid and organic)

- Lead magnets
- Waitlist
- Webinars
- Nurture videos

WEBSITE

- Lead magnet offer
- Capture email to join community

EMAIL CAMPAIGNS

- Driving to waitlist
- Announcing webinar/workshop

Ads Strategy

ENTRY

(less than \$500/month)

- Video view ads
- Lead magnet
- Re-targeting

MEDIUM

(\$1500/month)

- Video view ads
- Like campaign
- Webinars
- Lead magnet
- Re-targeting

COMPLEX

(\$2500/month)

- Video view ads
- Like campaign
- Webinars
- Lead magnet
- Re-targeting
- More testing!

What Is A Lead Magnet?

- A lead magnet is a valuable piece of content to promote to your audience in exchange for their contact info (name and email address).
- Qualifies people based on the specific topic and lets you know they are interested.
- If used properly, will grow your email list (and eventually turn them into paid students/clients!)

Types of Lead Magnets



- Guide/Workbook
- Mini eBook
- Resource Guide
- Checklist/Worksheet
- Video training
- **It needs to take a logical path to your paid program.**

Keys To A Good Lead Magnet

- ✓ High perceived value
- ✓ Answers **one core** question (and leads to another)
- ✓ Targeted and specific
- ✓ Fulfills immediate need/desire
- ✓ Easy to digest



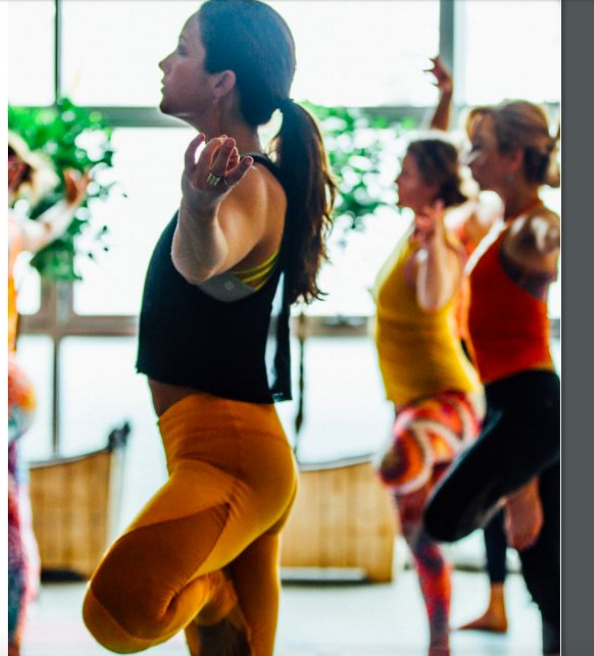
Lead Magnet Example

YOGA THERAPY TOOLKIT

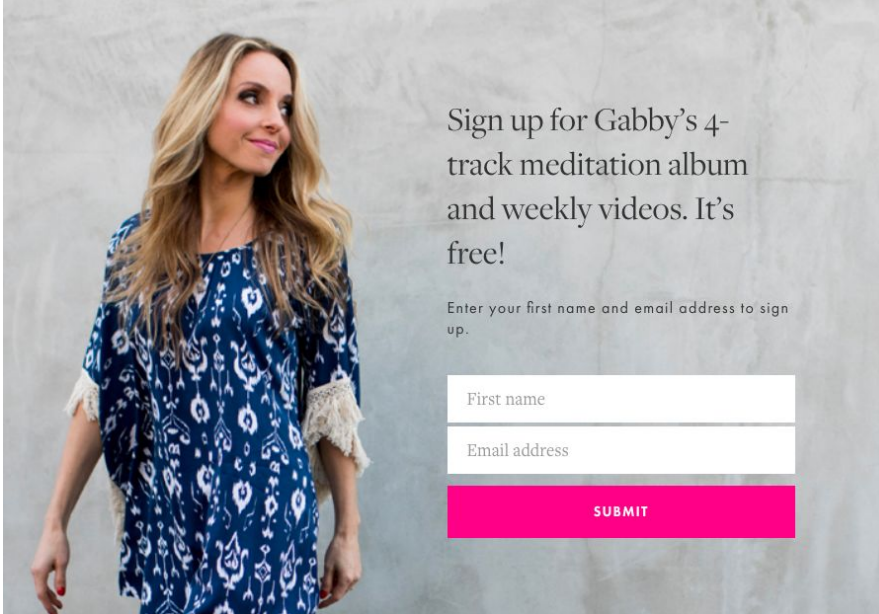
HOW TO BUILD
ROCK-SOLID
CONFIDENCE &
OVERCOME
SELF-SABOTAGE

for Yoga Teachers, Students
& Wellness Coaches

BY ASHLEY TURNER, LMFT



Lead Magnet Example

A woman with long blonde hair, wearing a blue patterned dress with white lace trim on the sleeves, stands on the left side of the image. To her right is a sign-up form with a pink submit button.

Sign up for Gabby's 4-track meditation album and weekly videos. It's free!

Enter your first name and email address to sign up.

Lead Magnet Example



FREE TRAINING

Claire Zammit, Ph.D.

Founder of *Feminine Power*

Register Now to Attend the World
Premiere of this LIVE Event on
Saturday, July 14th.

Enter your name and email address
below to receive access info for this life-
changing 75-minute online training:

[Reserve My Free Seat!](#)

Your registration includes a free subscription to
our *Feminine Power* and *Evolving Wisdom* e-
newsletters. We respect your privacy. Your
information will never be shared or sold.

Powerful Lead Builders

- Webinar: Online class or workshop
- FB/IG Challenge
- Summit
- Video Workshop



Creating Lead Building Content

- Repurpose existing content
 - Blogs
 - Facebook Lives
- Follow the program path (walk it back)
- Use a format that will appeal to your ideal student/client
- Use a compelling CTA



Workshop



**The Priestess Path
Demystified**

TUESDAY, JULY 3rd | 12PM PDT

Discover what it means to walk the Path of the Priestess in this special & exclusive 1- hour live webinar with Sianna Sherman.

Enter your information below to register for this LIVE training

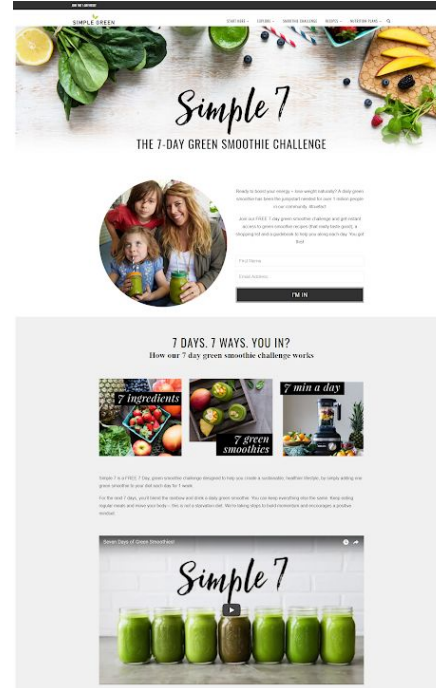
[YES, PLEASE!](#)

Instagram Challenge

Promote 3-5 days BEFORE challenge begins.

Challenge Rules:

- Must opt in
- Must follow on Instagram
- Must use hashtag (you need to identify what this is)
- Must participate daily to win (set this over 5 days)



Summit

the
**HEALING TRAUMA
SUMMIT**

24 Online Training Sessions on Advances in Neuroscience, Attachment Therapy,
Spiritual Psychology, and Embodied Approaches to Heal & Transform Trauma

**HEALING
TRAUMA
SUMMIT**

Join Us
Summit Starts June 4, 2018

- Free 10-Day Summit
- FREE white paper, "Self-Care for Those Who Work with Trauma," from our host, Dr. Jeffrey Rutstein.

REGISTER NOW

00:00 | 00:00

Summit



THE YOGA SUMMIT

Your 21-Day Online Journey to
Enhanced Health, Happiness, and Peace

Register now to get your 5 FREE videos

Enter your full name here

Enter your email here

GET MY FREE VIDEOS!



Event Timelines

SOCIAL (IG AND FB) CHALLENGE EXAMPLE



1 Month+

- Create landing page for opt-in.
- Create rules + challenge outline.
- Begin creating email sequence with daily prompts.



3-5 Days Before

- Drive all traffic to opt-in page.
- Welcome email with rules.



Challenge (5 Days)

- Daily posts on social.
- Daily emails.
- Engagement with those commenting/sharing.

Event Timelines

ONLINE SUMMIT EXAMPLE



3-4 Months

- Line up speakers.



1-1.5 Months

- Record interviews.
- Work with speakers to schedule dedicated email promotion.



5-7 Days

- Promotion period.
- Speakers send dedicated emails.



Summit (5-7 Days)

- 2 emails per day.
- Speakers are grouped (3-5 released per day).

The background of the slide is a composite image. On the left, there are rolls of paper in yellow and brown. On the right, a hand with teal nail polish is drawing red lines on a blueprint. The hand is wearing several colorful bangles. The overall scene is a workspace for architectural or design work.

Next....

We will learn how to drive awareness and get more eyeballs to your content.

WITH GRATITUDE