Opt-In Offer Generator

1. Identify the ideal customer – Who do you *really* want on your list?

2. What problem do they have? Why did they come to your site?

3. What creates the most interaction on your blog/social posts? Put another way, what are your ideal customers most interested in?
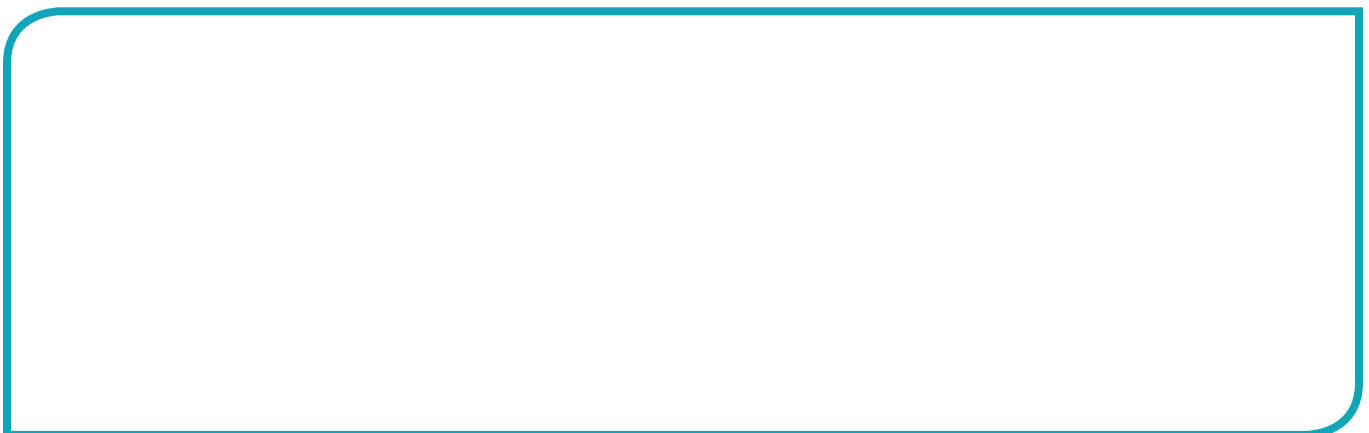
4. What is stopping your ideal customer from purchasing?

5. How can you overcome those barriers to alleviate concerns and influence their decision?

6. How do your clients like to receive information? (Emails? Social? eBooks? Webinar?)

Intermission!
Put It Together

I want to help _____(answer 1) to

_____(answer 2). Because

they worry about _____(answer 4), I can help

by offering them a(n) _____ (answer 6)

which shows them _____ (answer 5).

I should pull traits from _____(answer 3)

to help ensure it resonates with them.

This is what people liked about (answer 3):

7. Using your answers from above, list (at least!) 10 Lead Magnets or Incentives to join your list:

- *Example: Homemade Green Cleaners - checklist and 5 recipe ebook*

- _____

- _____

- _____

- _____

- _____

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- _____

8. What are some sites that are similar to what you do, that offer a great lead magnet? (Try to list at least 3, up to 10)

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