

E200: How to Create an Irresistible Lead Magnet That Actually Converts

CAROL: Hey, and welcome! Thank you for coming back for another episode of the UN-Market Your Business podcast. Do I have something special for you today? Guess what — today marks Episode 200. Two hundred! I've been doing this for a while now, and I don't know if I ever thought I'd hit 200 or not, but I have, and it feels very good.

This episode answers a listener's request — thank you, Melissa, for bringing this up about lead magnets. I'm going to do a deep dive into what type of lead magnet actually converts a person from web visitor to paying client. So this isn't Lead Magnet 101. I'm addressing the stuff nobody talks about: the strategic mistakes coaches and purpose-driven entrepreneurs make before they ever write a single word for their freebie, and exactly how to fix them. You don't want to miss it, so stick around.

Before we get into the episode, this is Mom Week. Never heard of that? I'm not surprised because I created it. I wanted to showcase all the moms out there and tell them — I see you, because I am a mom. It doesn't matter if you're an older mom, just became a mom, or maybe you are a mom by way of a bonus child. It does not matter how you got there. If you're a mom and you're an entrepreneur, I created this week to showcase, thank, and honor you.

On my social media — which is CSI Corporation across Facebook, Instagram, YouTube, and Pinterest — you'll see the five moms I'm honoring this week. Each of their stories is worth reading. If you're a mom building something real while showing up for everyone you love, you have the expertise and the drive. What you need now is visibility and the strategy that actually fits your life.

I also created the **Mom Visibility Authority System**. It includes four essential resources plus 30 days inside the UN-Marketing Academy to help you go from overlooked to in-demand. And because you deserve more than just the basics, you'll also receive the Copy Power Pack as a free bonus — which includes 50 fill-in-the-blank headlines so you don't have to think, just fill in the information needed. Plus 25 high-converting call-to-action templates and 10 About Page opening hooks. The Copy Power Pack alone is a \$97 value. This system was created for the woman who's ready to stop being the best-kept secret in their industry. You can find out more at CSICorporation.com/mvs.

CAROL: It's time for Tech Time, and the technology I'm showcasing today is ActiveCampaign. I think I've showcased it before, but I have to — you can't sleep on it. You cannot not have it. It is the bomb dot com. And I have a free trial for you. If you go to CSICorporation.com/activecampaign, you can get 14 days absolutely free to get in there, see

what it's like, test things out, and see if it is the bomb dot com thing I'm telling you about — which it is. I've used it for several years for all my emails, email campaigns, nurturing campaigns, pre-sale campaigns, post-sale follow-ups — everything. All kinds of automations you can create in there. It helps you keep up with your list, see who's opening emails, who's engaging. I even have automations running that tell me who's engaged and who's not engaged. Check it out and get your free trial at CSICorporation.com/activecampaign.

There's no guest today — it's just me. And I'm teaching you how to create an irresistible lead magnet that actually converts. As I said before, this comes from a listener request about lead magnets and the landing pages that go with them. And this is going to be a two-parter, because I had so much information about getting the lead magnet right that the landing page content wouldn't fit naturally — it would have been a five-hour episode. Who wants that? So next week is going to be about what happens after the download, the landing page, and all of that. Stay tuned.

CAROL: Alright, let's start off with this: here's why most lead magnets fail before they're even created. Think about that for a second. Failing means nobody's downloading them, and if nobody downloads them, you can't help anybody. So let's get into the three major mistakes most entrepreneurs make before they ever create their lead magnet.

Mistake number one: you built it for yourself, not your ideal client. Most coaches create a lead magnet around what they love to teach, not what their ideal client is desperately searching for. There's a difference between what you're passionate about and what your audience is losing sleep over — what's waking them up at 2am or not even letting them get to sleep. That's what your lead magnet needs to be about. Your lead magnet has to solve their urgent problem, not something you think would be great and awesome for them to know. Even if they see it and download it out of curiosity, they're not going to take it one step further if it doesn't speak to a problem they're actively trying to solve. So don't build your lead magnet for yourself. Build it for your ideal client.

Mistake number two: you make it too broad. Something like "110 Tips to Grow Your Business" — with all the AI and chatbots out there, people can get 100 tips to grow any business. But most people who come to see you don't want generic tips. They want to know how to grow their specific business. And if you put out something that broad, it's more of a brochure than a lead magnet. You have to get narrow. You have to get specific. The more narrow and specific you are, the higher your lead magnet will convert from just sitting on your website to somebody downloading it, consuming it, and doing what it says.

Here's an example: "Three Email Scripts to Reengage Cold Leads This Week." That beats a generic "Email Marketing Guide" every single time. Which one would you download? Specificity signals relevance, and relevance gets the opt-in.

Mistake number three: you have no idea where this lead magnet fits in your funnel. This is the most important and the least thought about mistake of all. For years, people said, "Get a lead magnet, put it on your site so people can download it" — and then it stopped right there. They

download it, they've got it, and they receive nothing else from you. Here's the reality: we're all busy. When we download something, who's to say we're going to use it? Most of the lead magnets I've downloaded are going to sit on my hard drive unless I get a reminder email asking, "Hey, did you download that? Did you get what you needed out of it?"

A lead magnet doesn't live in isolation. It needs to be the first step in a relationship you're building with a soon-to-be client, and it should end with someone becoming a paying client. If you don't know what comes after the download — what email they receive, what offer it leads toward, what action you want them to take next — your lead magnet is just a file on the internet that nobody acts on.

Think of it like a Costco sample. You walk in, you taste the bacon-wrapped sausage, you've never heard of it in your life, and suddenly you have to go find it in the freezer section. That's what you want your lead magnet to do — give them a taste of what it's like to work with you and leave them wanting more.

CAROL: Now here are four questions your lead magnet must answer in order to be successful. Answer these before you write a single word.

Question one: Who is this for, specifically? Not "coaches" or "entrepreneurs" — which type of coach? At which stage of business? With what specific problem? The more specific you are, the more your ideal client will feel like you just read their journal. They should read your description and say, "How did she get in my head? She's talking about me." That's what you want them to feel.

Question two: What one problem does it solve? Not five problems. Not a plethora of things. Not a general overview. One problem solved well creates a quick win. And a quick win builds trust that leads to a sale. If you can show someone how to do something they had no idea how to do, it's going to perk their interest and they're going to wonder what else you've got. But if your lead magnet tries to do too much, it accomplishes nothing. Overwhelmed minds say no — or they say nothing and do nothing.

Question three: What is the quick win? What is the promise — "download this and this will happen"? Your lead magnet must deliver a result your ideal client can experience within minutes or hours of downloading it, not days or weeks. The faster the win, the stronger the trust, and the stronger the trust, the more likely they are to invest in your paid offer.

Here's a simple example: if you teach people how to bake cakes at home, one quick win could be telling them which pan to use, where to find it, what to look for in it, and what temperature to set the oven so the cake comes out right. That's it. It's that small, that specific — and it works.

Question four: What's the natural next step? A lot of people miss this one entirely. The last page of your lead magnet should not say "Thank you for downloading and reading this." It should be an invitation. What do you want them to do after they consume this lead magnet — book a call,

join your program, download another resource? If there's no next step, you've lost all the momentum the lead magnet just built.

For me, I usually invite people to schedule a call or an online session so we can get to know each other, answer their questions, and see how I can support them. But if you just say "thanks for reading" and leave it there, they're not going to reach out. You have to tell people what to do. You are the expert — you have to live up to that.

CAROL: Now here are some hidden conversion killers. These are the things that are rarely, if ever, thought about — but they're the reason lead magnets collect dust instead of clients.

The first one is the delivery experience. Most people obsess over the content of their lead magnet and completely ignore how it's delivered. If someone opts in and receives a clunky autoresponder email with a broken link — and yes, I'll be honest, that has happened to me — or if it has a generic subject line with no personality, you've already lost them. I've downloaded things before where I was expecting something great and what I got was nothing. You don't want people to feel like that about your freebie.

I heard this principle a long time ago and I stand by it: your lead magnet should be something you could sell, but you chose to give it away for free. That's the standard. The delivery email is part of the experience — it sets the tone for the entire relationship. Make it warm, make it personal, keep it on brand, and make the subject line bring out the excitement they need to actually open it. Make it feel like it came from a real human who is genuinely glad they showed up.

Next: your title is doing nothing for you. Your lead magnet title is either pulling people in or pushing them away. Most titles push people away because they're generic — they're format labels, not promises. "Checklist" or "Workbook" just tells you what the thing is. Your title needs to communicate a specific outcome or transformation.

Here's an example from my own business. I had a workbook called "Essential Website Pages." It was okay — it told you these pages exist and why you need them. But I converted it to "Client Converting Wow Website Essential Pages Workbook." Which one would you download? The second one is immediately clear about what it does for you.

The design is costing you credibility. I want to be real with you: you don't need a graphic designer for everything you do. Tools like Canva can give you everything you need, and you don't have to be a designer to use it. However, you do need to put in the effort. A lead magnet that looks like it was made in a rush signals that your paid offer might not be worth the investment either. A clean, branded, professional-looking freebie signals authority before your ideal client reads a single word. First impressions in design work the same way they do in person.

I remember a client telling me years ago — "Miss Carol, your stuff always looks so professional, so beautiful. It's clear and concise." She hadn't even joined a program at that point. She said that about my free content. That's what you want people to say about yours.

Finally: your lead magnet isn't connected to anything you actually sell. This is a big one. I've seen coaches give away incredible free content that has absolutely nothing to do with their paid program. Your lead magnet must be the logical on-ramp to your offer. If you sell a six-week coaching program on building confidence, your lead magnet should not be about productivity hacks. It should solve a problem your ideal client has right before they're ready to invest in confidence coaching.

Think about Costco again. They're not giving away random food items — they're there to sell a specific product. They take that product, cook it right in front of you, it smells amazing, they hand you a little piece on a stick, and then you wind up buying it anyway. That's what your lead magnet should do. It's a piece of what you have. It's showing them just enough.

CAROL: Now let's talk about lead magnet formats that really work, because not everything is a good format for a quick win.

The quick win checklist. Simple, scannable, immediately actionable. It works best when your ideal client is overwhelmed and needs a clear starting point.

The mini guide or framework. A step-by-step approach to solving one specific problem. It works best when your ideal client needs structure and not just a list.

The swipe file or template. Done-for-you copy, scripts, or frameworks they can plug in immediately. This works best when your ideal client's problem is execution, not strategy. I've personally purchased templates — for my YouTube channel — that made the whole process easy and repeatable. Once you work through that template and fill it out, it becomes second nature. You want to be that person for your ideal client.

The self-assessment or audit. People love audits. They love self-assessments. They love seeing how they stack up. This works best when your audience doesn't know what the problem is yet, and it positions you as the guide who can help them solve it. Inside the UN-Marketing Academy, the very first thing new members do after the welcome video is take the UN-Marketable Assessment. It tells them what type of purpose-driven entrepreneur they are, how they're doing technologically, and what they need to focus on first.

Short video training. One focused lesson delivering one result. This works best when your audience learns by watching and doing, not just reading. And here's a secret: in just about every instance, give them the video, the matching audio, and the transcript. That way it doesn't matter how someone learns — they can do it their way. Even on this podcast, I provide the video, the audio, the transcript as a PDF, and the transcript as readable text right on the page. However you need it, I've got it for you.

CAROL: And here's the flip side — formats that often underperform. Don't waste your energy on these.

The exhaustive e-book: too much commitment, not enough quick win. Nobody wants a 50-page book as a freebie — they want something they can take, learn from, and actually do.

The generic resource list: something like "10 Business Tips." People might download it out of curiosity, but once they've got it, they're not going to consume or act on it.

The webinar or masterclass: everyone knows you're going to try to sell them something at the end. People have been through enough of them. Unless you explicitly say there's no pitch — and then I ask, why have a webinar if you're not going to offer anything? — people approach these with their guard up. The mini guide, swipe file, self-assessment, checklist, and short video training are formats where people know they're getting real value without the sales pressure.

CAROL: Here's my lead magnet formula — I call it the **111 Formula**.

- **One ideal client** — know exactly who this is for
- **One urgent problem** — solve one thing and solve it well
- **One clear next step** — tell them exactly what to do after the win

If you keep this formula in mind for every lead magnet you put out there, it's going to work. Here's a title formula to go along with it — you'll probably want to check the show notes to see it written out:

Number or time frame + specific action + specific outcome + specific person it's for

Examples:

- "5 Email Scripts That Reengage Cold Leads in Under 10 Minutes"
- "A 3-Step Website Audit That Shows Coaches Why Their Traffic Isn't Converting"
- "7 Visibility Strategies That Work for Purpose-Driven Entrepreneurs Who Hate Social Media"

Those sound pretty good, right? You might even see some of those out there.

CAROL: Now, here's your challenge. Grab your phone, open a notepad, or pull up a new note — and answer these four questions about your next lead magnet. Be specific. No vague answers.

Who exactly is this for? Not coaches or entrepreneurs in general — which type, at which stage, with which specific problem keeping them up at night? Write one sentence that describes your ideal client so clearly that they would read it and say, "She's talking about me."

What one problem does it solve? One urgent, specific problem your ideal client is actively trying to solve right now. If your answer is longer than one sentence, it's too broad — keep narrowing until it's sharp.

What is the quick win? What result will your ideal client experience within minutes or hours of using your lead magnet? If the result takes days or weeks, it's not a lead magnet — it's a course. Make the win fast, clear, and real.

That's your lead magnet blueprint. Once you're done, post your answers on social media and tag me at **@CSICorporation** so I can see what you're creating, cheer you on, and share what I think. Four eyes are better than two, right? I read everything I'm tagged in, and I want to celebrate you building something that actually converts.

Your ideal client is out there right now looking for exactly what you offer. Give them a reason to find you.

CAROL: Now, today's Client Spotlight is a special one because it is Mom Week, and I am showcasing five incredible mom entrepreneurs.

Naveen Mullings Murray. You've heard her name so many times on this podcast. She's my BFF, a client, a colleague, my coach at times, and a confidante. She's also a new bonus mom, wife, and entrepreneur, and I felt like I just had to showcase her.

Sabrina Hammonds. She got clear on her identity and shifted her business — I talked about her in the last episode too. She's doing the work and I love to see it.

Al-Nusra Covington — formerly known as Krystal Covington, who was a guest on my Living Abroad episode. She has since changed her name, moved with her husband to Namibia on the African continent, and birthed her business with her husband — and had her youngest child on African soil. When I read that, I had chills. I literally had chills. For a Black American to go back to Africa and have a child on African soil? That is a lot. Congratulations to you, and I am so proud of you.

Melissa T. Hinton. Melissa and I have been working together for a while. I wrote the copy on her site, The Hinton Agency. She's also been a co-author in four of my books, which makes her a four-time bestselling author. She's an entrepreneur, a veteran, and a mom of three sons who created her agency to serve other entrepreneurs.

Barbara Gentry Pugh. Barbara has been a client of mine for several years — I want to say since around 2020, maybe even before that. She is an award-winning author, a nurse, a coach, and a speaker who continues to walk in purpose, service, and faith-driven impact well beyond the age most people think success should slow down. She has not slowed down at all. It was so funny — when I first met her, she used to wear this beautiful gray-silver wig. Then I saw her in something and I was like, "Your natural hair is beautiful!" And now it's just about all white with maybe a little gray, and she looks stunning — so professional and full of life. Love her.

Congratulations to all five of these amazing women. And if I didn't mention you, don't worry about it. You are a mom, and you can celebrate yourself this week. I created the Mom Visibility Authority System for you — go to **CSICorporation.com/mvs** and check it out.

CAROL: An update on the **Perfectly Positioned to Soar** book — I only need four more co-authors. Are you my next bestselling author? Come on in. Reach out to me on social media at CSI Corporation, tell me you're interested, and I'll send you all the details. We're closing this out soon, and there's an interest meeting coming up — go to UNMarketYourBusiness.com/soar to register with your name and email, and you'll get all the information about that meeting. Hope to see you there.

CAROL: So thank you so much for joining me for this episode. I truly thank you for tuning in. I know there are so many choices and things you could be doing with your time, so I'm glad you're spending it here with me.

Next episode: what happens after the download. Today I went through everything you need to know about your lead magnet — what works, what doesn't, the 111 formula, all of it. But next week we're talking about what happens after someone actually downloads your lead magnet, because getting the opt-in is just the beginning. I'll walk you through exactly what your email welcome sequence needs to say to turn a new subscriber into a paying client. Be sure not to miss it.

And if you found this episode valuable, please leave me a review on whatever platform you're listening on. You can also share it with your audience so other entrepreneurs can find it and learn this stuff too. I would really appreciate it.

Thank you so much, and thank you for being part of the 200th episode. Yay! Bye for now!

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