

# HOW TO

**CREATE YOUR FIRST LEAD MAGNET  
TO MAKE SALES WITH SYSTEME.IO**



BY NINA FERREYRA

# Welcome



Hi there!

I'm Nina and I am a manifestation and business coach and the author of "The Ultimate Social Media Strategy", "Introduction to the Law of Assumption: Essential Teachings of Neville Goddard", and "How to Manifest Your Specific Person".

My specialty is working with others using my years of experience in creating and marketing online businesses for my clients.

In one year after launching my own online business, I was able to realize my dream of moving from Michigan to Spain. My mission is to inspire others to "live the life of their dreams."

**In this guide, you will learn how to create a lead magnet so you can begin to collect leads/email addresses and make your first sales with Systemeio.**

Let's get started!

xo Nina

# Getting Started

The first step to making money with Systeme.io or online marketing is to create a compelling lead magnet or low-priced offer that will enable you to further market to the new leads you get. Doing so will help you to warm up your leads so that they can begin to know, like, and trust you.

**Here's a step-by-step guide to help you create a successful lead magnet.**

## **What is a lead magnet?**

But, before we get started, let's talk about what a lead magnet actually is. A lead magnet is a valuable and relevant piece of content or an incentive that businesses offer to potential customers in exchange for their contact information or other specific details. **The goal of a lead magnet is to attract individuals who are interested in a particular product, service, or topic and convert them into leads for the business.**

Lead magnets serve as a way to initiate a relationship with potential customers and build your email list.

Lead magnets are used to capture the attention of a specific audience and encourage them to take a specific action, such as signing up to download a free guide, resource, or attending a webinar.

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# Types of Lead Magnets

**Here are some common types of lead magnets:**

1. **Ebooks and Guides:** In-depth resources that provide valuable information on a specific topic.
2. **Checklists and Cheat Sheets:** Quick reference materials that simplify a process or task.
3. **Webinars and Workshops:** Live or recorded online events that offer educational content.
4. **Templates and Tools:** Pre-designed documents or resources that save time and effort.
5. **Quizzes and Assessments:** Interactive content that engages users and provides personalized results.
6. **Discounts and Coupons:** Exclusive offers or discounts on products or services.
7. **Free Trials or Samples:** Limited access to a product or service to encourage users to try it out.

**The key to a successful lead magnet is to offer something of genuine value to your target audience, aligning with their needs and interests.**

By doing so, you can attract leads who are more likely to be interested in your products or services, ultimately nurturing them through your sales funnel.

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# The Key Steps to Creating a Valuable Lead Magnet

Creating a lead magnet involves several key steps to ensure it is compelling, valuable, and effectively captures the attention of your target audience.

## **Step 1: Know Your Audience**

Before you create a lead magnet, it's crucial to understand your target audience. Identify their pain points, challenges, and interests. **Knowing your audience will help you tailor your lead magnet to meet their specific needs.**

## **Step 2: Choose a Format**

Lead magnets come in various formats, so choose one from the list below that aligns with your audience's preferences.

### **Common formats include:**

- eBooks: In-depth guides or resources in a downloadable PDF format.
- Checklists or Cheat Sheets: Quick reference guides that simplify a process or task.
- Webinars: Live or recorded online presentations that provide valuable insights.
- Templates: Pre-designed documents or tools that save time and effort.
- Quizzes or Assessments: Interactive content that engages users and provides personalized results.

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### **Step 3: Solve a Specific Problem**

Your lead magnet should address a specific problem or challenge your audience faces. Clearly communicate the value your lead magnet provides and how it will help them overcome their pain points or solve their specific problem.

### **Step 4: Craft a Compelling Title and Headline**

Create a title and headline that grab attention and clearly convey the benefit of your lead magnet. Use language that resonates with your audience and emphasizes the solution you're offering.

### **Step 5: Design Professional and User-Friendly Content**

Invest time in creating professional and visually appealing content. Use clear, easy-to-read fonts, include images or graphics where relevant, and maintain a consistent brand look. Ensure the content is user-friendly and accessible.

### **Step 6: Create an Engaging Call-to-Action (CTA)**

Encourage your audience to take action by including a clear and compelling call-to-action. Whether it's filling out a form, clicking a button, or joining a webinar, make it easy for them to access your lead magnet.

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## **Step 7: Build a Landing Page**

Create a dedicated landing page or Squeeze page for your lead magnet.

This page should highlight the benefits, including an attractive visual representation, and feature the CTA. Keep the form fields minimal to reduce friction for users.

**Sign up for a free Systeme.io account here and use their free templates to create your Squeeze page to begin to collect emails.**

## **Step 8: Set Up a Thank-You Page and Email**

After users opt-in, redirect them to a thank-you page confirming their successful sign-up. You can do this by adding a **thank-you page inside of your Systeme.io funnel.**

Additionally, send a thank-you email that provides a link to download or access the lead magnet. **Use this opportunity to further engage with your new leads. In this email, you can also tell them where they can follow you online.**

## **Step 9: Test and Optimize**

Continuously test different elements of your lead magnet, such as headlines, visuals, and CTA language, to optimize performance. Pay attention to analytics and user feedback to refine your approach over time.

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## **Step 10: Promote Your Lead Magnet**

Use various channels to promote your lead magnet, including your social media accounts, email marketing, and your website. **Share your lead magnet wherever your audience is most active and wherever they are looking for solutions to the problem you help to solve.**

By following these steps, you can create a lead magnet that attracts and converts leads effectively.

Remember to adapt your approach based on feedback and analytics to continually improve your lead-generation efforts.

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# Convert Leads into Sales

Once you have collected enough leads, you can begin selling your current lead magnet or create another low-cost item to begin to make your first sales.

Charging for your lead magnet is a great way to start getting immediate sales and to ensure you're getting even higher-quality leads.

**If a lead can pay \$7 for your lead magnet, then they will be more likely to purchase a higher ticket item.**

Charging for your leads ensures you're not just getting people who sign up for a bunch of freebies but never do anything.

It can act as a filter for high-quality leads and ensures that individuals who sign up are genuinely interested and willing to invest, reducing the chances of attracting disengaged or irrelevant leads.

If your lead magnet involves in-depth educational content, tutorials, or workshops, it may justify a price tag.

People are often willing to pay for structured and actionable learning experiences.

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# Offer a Low-Ticket Item

After you have begun to warm up your audience by nurturing them with your email sequences, you can then offer them a low-ticket item.

A low-ticket item can be anything that is priced from \$7 to \$197.

You can offer a mini-course, a course bundle, an in-depth guide, a masterclass or a workshop.

One low-ticket item I highly recommend is the 8-Course PLR Bundle from Systeme.io.

**This 8-Course PLR Bundle includes a variety of courses on how to make money online and you can resell the whole bundle.**

**[Click here to check out the PLR 8-Course Bundle.](#)**

When selling a product, make sure it is a product that helps to solve a problem your current customers are experiencing.

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# Next Steps

- Open up your free Systeme.io account so you can start selling online
- Create a lead magnet so that you can begin collecting leads
- Share your lead magnet on your Facebook profile, Instagram, Pinterest, LinkedIn, or in specific Facebook groups where people are looking for the answer that you help to solve
- Collect leads
- Decide whether to make your lead magnet a paid offer or create a new low-ticket paid offer around \$7
- Create a course or other digital product to sell to your current leads
- Consider purchasing a done-for-you product such as the 8-Course PLR Bundle that you can offer your customers so they can learn how to start making money today.

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# Want a DFY (Done for You) Product that can Help You Start Making Sales Today?

Picture this: You go to bed and wake up to notifications of money flowing into your account.

**The 8-course PLR bundle has been a game-changer for me, and I'm pumped about sharing the love. So, what is the PLR bundle exactly?**

*The PLR bundle is a ready-made 8-course bundle from SystemeIO that covers everything you need to know about how to do digital online marketing, and how to make sales online You can take these courses yourself, and you can also resell these courses to others!*

The courses are very, very helpful.

You can also make a lot of money by just reselling each course individually or you can sell it as a bundle. And people are having a lot of success with it. They're making lots of money with it.

**Imagine selling just 1 PLR course bundle a day at \$97 each.**

That would be \$2,910 in sales potentially in base income by just selling this bundle passively!

[Click here to check out the PLR 8-Course Bundle.](#)

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