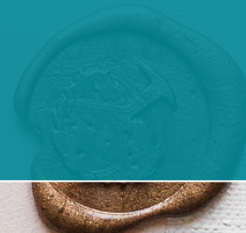




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LEAD MAGNET
IDEAS FOR
PODCASTERS

BY JENNIFER HENCZEL





WHAT ARE LEAD MAGNETS?

A lead magnet is a valuable digital freebie, giveaway, and compelling opt-in that your audience wants. You provide it as an incentive to join your list.

Why should I build my list?

Lead magnets are important, because they form a bridge from visibility to the Know-Like-and-Trust factor. It allows you to connect on a deeper level and build relationships with your listeners and followers. It features your expertise in the niche and builds your credibility, while letting your ideal audience get to know you. It provides an opportunity for them to find out what you offer, how you provide solutions, and how you can solve their pains and problems.

HERE ARE SOME THINGS TO KEEP IN MIND:



- ✓ Your lead magnet should always be of value to your audience. Something they want.
- ✓ Your lead magnet should focus on one thing. Be super specific with it. Solve one pain or problem. Providing insight and help on one topic.
- ✓ Your lead magnet is how you build your email list. To do that you need to use a compliant tool such as Constant Contact, and there are many others on the market.
- ✓ It allows you to get to know your audience and build a community around your message.
- ✓ Capturing leads and building your list is one of the main things a podcaster should be doing for growing and monetizing their audience. It's not about spamming or anything like that. It's about providing value and building relationships.
- ✓ You can send emails to your list about upcoming episodes, your programs or even fundraising. You don't have to be in business to build a list. I've helped nonprofits use list building to quadruple their support.

Any podcaster can benefit from building their list!



MONETIZING

Lead magnets are used for monetizing, too.

Once someone is on your list, you can use an autoresponder or weekly newsletter to continue the discussion about what else you offer and how you can help them.

In a podcast, it's best to provide a lead magnet, rather than jumping right into sales. It's a much softer way of introducing yourself.



HERE ARE SOME LEAD MAGNET IDEAS:

Here are some lead magnet ideas:

1. Ebooks
2. Guides
3. Checklists
4. Templates
5. Webinars
6. Challenges
7. video Tutorials
8. Audios (Meditations, songs, talks)
9. Memberships
10. Mini Online Courses
11. Networking opportunities
12. Complimentary event passes
13. Quizzes
14. Apps



LET'S CONNECT

I'd love to hear what you've used as an opt-in and how it's worked for you. Head over to my Women in Podcasting groups on Facebook and LinkedIn. These groups are for both podcasters and expert guests:

www.facebook.com/groups/womeninpodcasting

<https://www.linkedin.com/groups/13907777/>

Join the Women Podcasters Network:

www.womenpodcasters.com/join



HI, I'M *Jennifer*

I love creating opportunities for people to connect and collaborate in meaningful ways

Hi, my name is Jennifer Henczel and I'm a Podcaster, Author, Encouragement Coach and Founder of the Women Podcasters Network and Inspiring Innovators Club. My mission is to elevate women's voices and stories globally.

In 2012, I was able to turn my side gig into a full time income, and I did that by using this tool to tap into my passion and then building communities around my message.

Now, I show others how to do the same! I want to share all my strategies and expertise with you. So, I created communities where you can find support and encouragement. Plus get access to my tools, templates & trainings to elevate your your life and boost your business

I've been creating digital products and courses online since the beginning of the internet. I have my Provincial Instructor's Diploma - in my region of the world that means I'm qualified in creating curriculum and instructing adults. I've been designing and selling training programs and digital assets such as books, workbooks, journals, guides, systems, funnels, frameworks, blueprints and roadmaps for along time.

JOIN MY COMMUNITY & GET ACCESS TO ALL MY TOOLS, TEMPLATES & TRAININGS

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