

LOUISE HENDON

10 Places

To Share Your Lead
Magnet To Attract
The Best Leads

(And They're All FREE)





Hi, I'm Louise

Hi, I'm Louise, and over the last 10 years, I've built 7 very different businesses.



I've built a food company, 2 magazines, an agency, and several e-commerce companies -- all in very different niches. I've sold 3 of those businesses, shut down one of them to travel the world, and I'm still growing and running 3 businesses. I've sold tens of millions of dollars of products and courses - all very profitably.

My companies have been on the Inc 500 lists for multiple years,

which is the top 500 of the Inc 5000's Fastest Growing Companies in the US. My companies have also been featured in tv and publications like Forbes and Fox & Friends.

And the single most important aspect of pretty every business I've run is ...

EMAILS!

And no wonder...even recent (2021) studies show that email STILL generates \$36 for every \$1 you spend. That's a 36 times return on investment!

But like me when I first started, you probably spent ages creating your first lead magnet and then wondering where the heck you're supposed to share it to get people to sign up?

Well, in this short e-book, I'm going to give you my top 10 places to share your lead magnet, but because I'm all about efficiency and saving your time and energy...

I'm also going to share with you my 3 steps for discovering the ideal locations of sharing your lead magnet.

So let's get started...





3 Step for Finding the Optimal Places To Share Your Lead Magnet

Once you've built your lead magnet and gotten your tech all set up to receive email subscribers, you're faced with the daunting task of getting your perfect audience to see your lead magnet and sign up!

So, where should you post it for optimal exposure?

Well, there's all the obvious (and

some not so obvious places), and I've listed 10 of the top places in the next section of this ebook.

But if you're focusing your energy and time on what will get you the best email subscribers with the least amount of work...then I suggest you follow these 3 simple steps to reverse engineer where everyone else is sharing their lead magnets:

Step 1

Create a list of 3-5 people in your niche that you follow, admire, or consider a competitor. Write down their websites and social media profiles.





Step 2

Spend 30-60 minutes exploring their profiles again but this time looking just for where they post links to their optin pages.



Step 3

Post your optin page link in those same places.

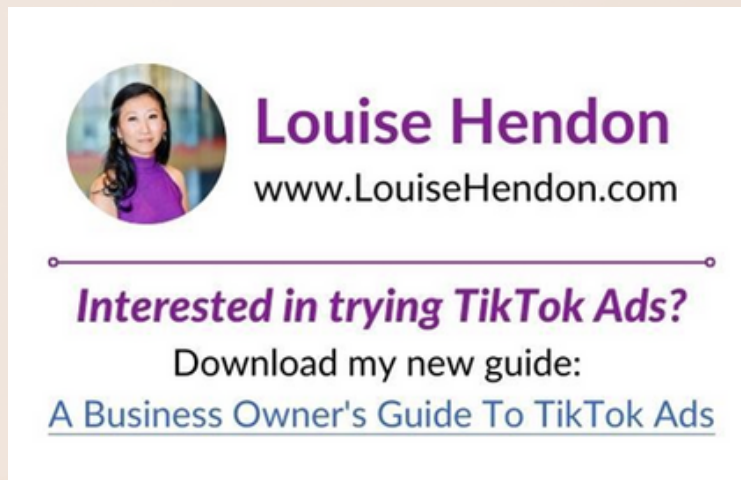
And if you want to go the extra mile (which you may want to do when you're first starting out), then check out the list of my top 10 places below and post your lead magnet to those places too.

My Top 10 Places

To Share Your Lead Magnet To Attract
The Best Leads

1. Your email signature

Add a link to your lead magnet landing page into your email signature so when you're emailing friends, acquaintances, or anyone really, they're given the chance to discover who you are and why they should join your email list.



2. Ask your existing social media followers to share it

You can even make it a fun game so that everyone who shares the post with your lead magnet link in it is randomly entered to win a free 1-hour coaching session with you.

3. Ask your existing email subscribers to share it



Ask them to share the link to your lead magnet with friends and family members who might also be interested.

4. Post it to your website

Add a link to it on your home page and any other pages that get a lot of pageviews (e.g., a popup or a top bar that appears after readers have been on your site for a while).

5. Add it onto your social media bios

you can use a Linktr.ee account to add multiple links, including a link to your lead magnet.



6. Create regular posts on your social media channels reminding followers to optin.



7. Ask podcast hosts if they can post the link in the description of the podcast episode



If you appear on any podcasts as a guest, ask if you can add your landing page link into the show notes as a give to the listeners. Just make sure your lead magnet is relevant to the podcast episode.

8. Post share buttons on your thank you page

After someone joins your email list, give them actions to take, like sharing your landing page with their friends. Make it easy for them with simple share buttons on that thank you page.

9. Mention parts of your lead magnet in your video posts



Tell your audience about one or two items in your lead magnet and ask them to go check out your landing page to get the rest.

10. Put up a QR code as a slide during any speeches you give



use a QR code generator to create a QR code and put it into the corner of all your slides so the audience can use it to opt in for your lead magnet easily.



LOUISE HENDON

Work with me!

Need help writing profitable emails, creating the best segments, and planning your email calendar to maximize sales without annoying your email subscribers?

Then, schedule a free 30-minute consultation with me and my team. We'll put together a comprehensive email plan for your company to help skyrocket your email profit without sacrificing your reputation or harassing your email subscribers.



Go here to schedule your free 30-minute email strategy consultation:

louisehendon.com/email