

Create Irresistible Names for Your Lead Magnets

THE HOW-TO

Examples

- How to Optimize Your Site for a Successful Holiday Season
- How to Explode Traffic by Updating Outdated SEO

Constructing the How-To

Complete the sentence with something you can confidently teach.

1. How to _____.
2. How to _____.

Come up with as many as you can - you don't have to just stick with two!

Things to Try:

- **2-part Approach:** "How To Do Something:" plus a benefit statement ("How To Do Something: Plus Get Something Out Of It")
- **Use a List:** "How To Do Something: ## Ways."

Source: <https://optinmonster.com/lessons/step-1-plan-your-lead-magnet/>

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THE COMMAND

Examples

- Win Big at Influencer Marketing: An Ultimate Guide for Beginners
- Create an Abandoned Cart Email Strategy That Skyrockets Sales

Constructing the Command

Go back to some of the “How To” titles you created and cross out “How To.” What you have left should be a directive or command that starts with a verb.

Make a list of at least 10 power verbs that can be used in command titles:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Source: <https://optinmonster.com/lessons/step-1-plan-your-lead-magnet/>

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THE LIST

Examples

- 3 Easy Steps to Awesome User-Generated Content
- 12 eCommerce Marketing Strategies to Skyrocket Conversions

Constructing the List

Go back to some of the “How To” titles you created and turn them into lists using the examples above as a guide.

Try using different descriptions like checklist, cheatsheet, tips, ways, pointers, types, techniques, etc.

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THE AVOID MISTAKES

Examples

- 14 Email Marketing Mistakes You Need to Avoid
- 6 Lead Nurturing Mistakes That are Costing You Thousands of Conversions

Constructing the Avoid Mistakes

Replace the words in the [brackets] with the words that relate to your lead magnet:

1. How [Audience] Gets [Task] Wrong
2. [Command] -- Avoid [##] [Adjective] Mistakes
3. [##] Mistakes [Audience] Can't Afford to Make

Source: <https://optinmonster.com/lessons/step-1-plan-your-lead-magnet/>



Convert Abandoning Visitors into **Subscribers & Customers**



**Powerful Conversion Optimization Toolkit
to Grow Your Email List and Boost Sales!**

How Does OptinMonster Work?

OptinMonster allows you to unlock the highest conversion revenue from each visitor by helping you detect user's behavior and show them the most targeted offer at the right time.

1 Detect User Behavior:

 Time on Site  Exit-Intent®  Scroll Depth  MonsterLinks™



2 Create a Personalized Offer:

 Geo-location  Page / Site Section  Onsite Retargeting

 Onsite Follow-ups  Referrer Detection  User's Device



3 Display Offer with High Converting Forms:



Popups



Fullscreen



Floating Bar



Slide-in



4 Test & Improve

 Easy A/B Testing  Powerful Conversion Analytics

Join Thousands of Smart Business Owners using
OptinMonster to Grow their Business

DIGITALMARKETER

Bankrate®

 tripadvisor®

intuit®

shutterstock

McAfee®

@Alexa

Don't just take our word. See what our users are saying:

In only 7 months, **we added more than 95,000 users** to our email list using OptinMonster's Exit Intent® technology. We strongly recommend it!

- Michael Stelzner - Founder, Social Media Examiner

Want more leads? We did too! With OptinMonster, we were able to generate more leads, show the right message at the right time, and directly push those leads to our CRM.

Seeing 5-7% more leads from traffic you're already getting is pretty sweet!

- Justin Rondeau - Director of Optimization, DigitalMarketer