



DATABASE BUILDING
MARKETING KIT

21 Database Building Lead Magnets



IN THE BEGINNING....

When I first started my business, one of my key goals was to never have to work Saturdays.

It took about 8 months before that happened and when that day finally came, it felt so liberating!

But I soon noticed that when I wasn't in the store, there tended to be less customers and ultimately less sales.

What was going wrong?

The thing was, I knew I had great sales people.

And in fact, my team would get quite disappointed if they had a poor sales day. And as a leader, that was distressing. An environment like that doesn't cultivate a great workplace culture.

Your team want to do a good job, they want to be inspired, they want to help your customers and they want to feel like they've helped grow the business. So we did some research, discovered that there seemed to be less people coming in when I was off sick, or taking a few days R&R.

It took a while, but it finally dawned on me, that I was the one driving the traffic to the store and to the website. I was the one posting on social media, sending out newsletters and using ads. And when wasn't doing that, the sales would go down.

Who would have thought it, right? When you stop marketing, your sales drop (duh!)

LEADING THE WAY...

Let me ask you a question....

Do you send out emails after you've shipped a product? And if you have a physical store, do you email receipts?

Do you manually go after every online order or instore transaction, type the address or invoice, pull up outlook then email the info?

No! It's all done in the background, on autopilot, right?

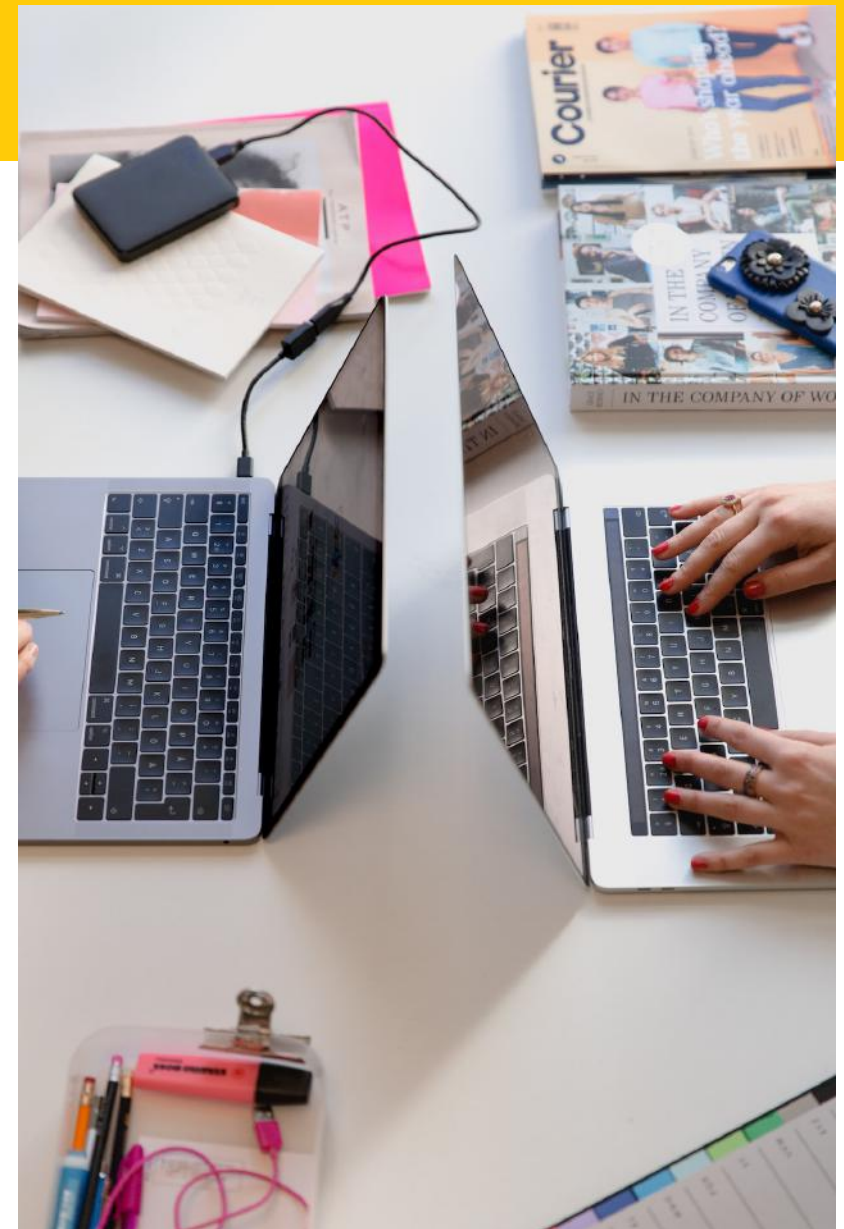
So why aren't we doing the same thing when it comes to generating new customers?

How great would it be, to know that not only could you go on holidays, but you could come back with more customers and ultimately more sales, than you left with. Good right? This is autopilot at it's best.

When you put automation in place, it gives you freedom.

You started this business to have a life that gave you freedom - financial freedom and personal freedom. In order to scale your business, you're going to need to have a consistent flow of new customers, and those customers shouldn't be relying on discounts to get them over the line.

This is where "lead magnets" come in.



One of the best things about the internet, is we get access to a whole bunch of free stuff. At every click and turn we're being offered this for free, that for free an enticement to sign up or a reward for buying. And who doesn't love free stuff....?! I certainly do!

But of course none of this stuff is really actually *given freely* - every offer you receive is leading you towards a bigger picture. And that picture is a SALE!

Unfortunately **retailers seem to make two fundamental errors of judgment when it comes to leading potential customers towards them.**

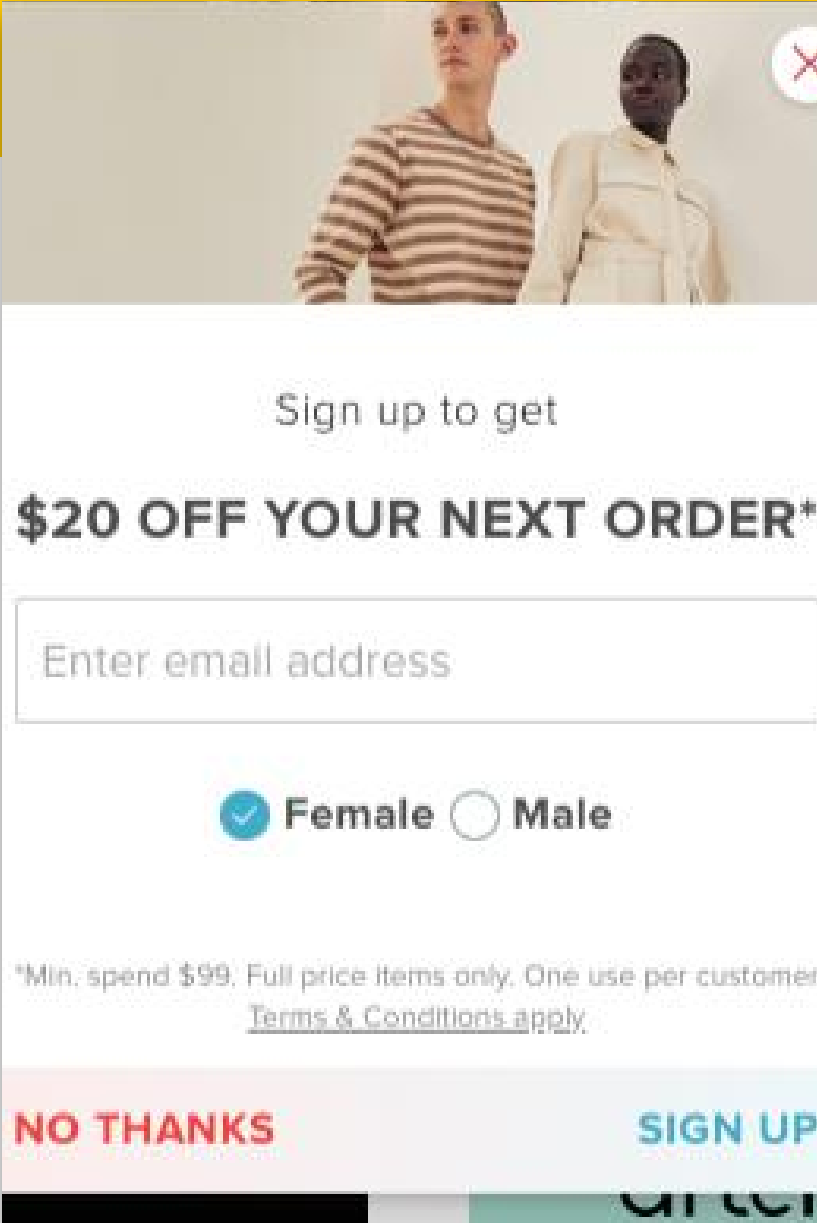
1. They believe the only way they can entice a customer is to offer a financial incentive - usually in the form of a discount.
 2. They believe, other than the products they sell, they have absolutely no other knowledge, information or resources that would appeal to a potential customer.
- And I know that's completely untrue!

When developing your lead magnet/s you should always ask yourself :

- What are the pain points or questions of my ideal customer?
- What solution am I offering to resolve those pains or questions?

When answering those questions you rarely come up with "give a discount" as the solution.

Hint: if you do, then I suggest you start reviewing your ideal customer and your business model!



Sign up to get

\$20 OFF YOUR NEXT ORDER*

Enter email address

Female Male

*Min. spend \$99. Full price items only. One use per customer
[Terms & Conditions apply.](#)

NO THANKS **SIGN UP**

image credit: The Iconic

LEADING THE WAY...

The objective of your lead magnet is to solve one or more of the problems faced by your IDEAL customer (not all and sundry) and lead to them wanting to know more about you and your brand.

Start getting excited about thinking outside the "discount box"!

The reason I love lead magnets, is that they build customer loyalty, without discounting your brand....on autopilot.

And it doesn't matter if you have a physical shopfront or your pure play ecommerce - this customer acquisition strategy works equally as well for both.

Over the next pages, you'll find action steps to brainstorm YOUR lead magnet that you can implement to grow your customers (on autopilot).

Work through your customer pain points, browse the 21 Done For Your Lead Magnet Headlines, then start crafting your own!

As a bonus, I've also included 20 more examples of different types of customer database boosting lead magnets and how you can use them in YOUR retail business - both on & offline.

Make sure to share your lead magnet inside The Retail Academy. I can't wait to see it!

The screenshot shows a product page for 'Keang Top' priced at \$55.95. A lead magnet overlay is positioned in the center, featuring a photo of a smiling woman. The overlay text reads: 'The World is What You Make It!', 'Join to receive your **exclusive documentary video series**. It will teach you the truth and the insight that you need to become a conscious consumer.', an email input field with the placeholder 'Enter your email address', and a 'Subscribe' button. Below the overlay, there are social sharing icons for Facebook, Twitter, and Print, and a '← BACK TO BEST SELLERS' button.

image credit: Modimade

LEAD MAGNET BRAINSTORMING

1 What pain points are currently being experienced by your customers or target market?

2 What questions are you regularly asked by your customers or target market?

3 What are the main faults / skepticisms your customers have with your industry, products or competition?

4 What are some solutions your customers or target market are looking for?

5 What do you offer that makes you different from your competitors?

21 RETAIL SPECIFIC "CAN'T SAY NO" LEAD MAGNETS - DONE FOR YOU!

- 1. # things you absolutely need to know before buying [product]**
(5 things you absolutely need to know before buying a new pillow)
- 2. Why you'll love the [product] if you have [product]**
(Why you'll love the Dyson V10 if you have a pet)
- 3. # mistakes most people make when buying [product]**
(3 mistakes most people make when buying a crib)
- 4. # [products] you can use / make for [season]**
(3 gluten free recipes you can make for Christmas)
- 5. # ways to wear / use [product] this [season]**
(5 ways to wear skinny jeans this Summer)
- 6. Always wanted to [action]? We'll show you how**
(Always wanted to fold a fitted sheet neatly. We'll show you how)
- 7. Confessions of aaddict**
(Confessions of a candle addict)
- 8. [action] without feeling guilty**
(Enjoy the Festive Season without feeling guilty)
- 9. The ultimate checklist**
(The ultimate back to school checklist)
- 10. Why [people] are choosing [product] over [alternative product]**
(Why kids are choosing Quadrilla over any old marble run)
- 11. # myths about [product] debunked**
(10 myths about cloth diapers debunked)
- 12. Why [product] isn't the right choice for everyone**
(Why solar panels might not be the right choice for you)
- 13. # simple secrets to totally rocking [product]**
(Seven simple secrets to totally rocking ankle boots)
- 14. # best [product area] Pinterest boards of all time**
(15 best midcentury furniture Pinterest boards of all time)
- 15. # things you mum [action] that you shouldn't**
(10 things your mum used to cook that you shouldn't)
- 16. The ugly truth about [topic]**
(The ugly truth about what's inside your mattress)
- 17. # quick, simple ideas for eliminating [item] from your [noun]**
(5 quick, simple ideas for eliminating processed food from your diet)
- 18. Get organised with our super handy [event] checklist / ideas**
(Get organised with our super handy back to school checklist)
- 19. # ways you can use [product] that you've never thought of before**
(10 ways you can use essential oils that you've never thought of before)
- 20. # unique ways to use [product]**
(5 unique ways to reuse gift wrap)
- 21. How to [desire] without [objection]**
(How to create a capsule wardrobe without spending a fortune)

HEADLINE BRAINSTORM EXAMPLES

Common questions people ask about your product...

"The ugly truth about having an inside dog. Is your vacuum up to the task...?"

Underlying goals of your customers...

"5 expert tricks that will keep your indoor plants thriving through Winter"

A frustration your customers have ...

"Tired of throwing money away on disposable nappies? Everything you want to know about cloth nappies, is right here..."

Information your customers are curious about or trying to learn...

"The sexiest ways to wear skinny jeans for over 40s"

Use your experience...

"Our ultimate wedding checklist - 20 years experience in one list"

YOUR LEAD MAGNET HEADLINE IDEAS

1

2

3

4

5

LEAD MAGNET RESOURCES FOR YOU TO DEVELOP...

E-BOOK

Ideal for retailers with information that can be put into an ebook or longer form download. Appeals to customers who have been searching for more information about a specific issue or product.

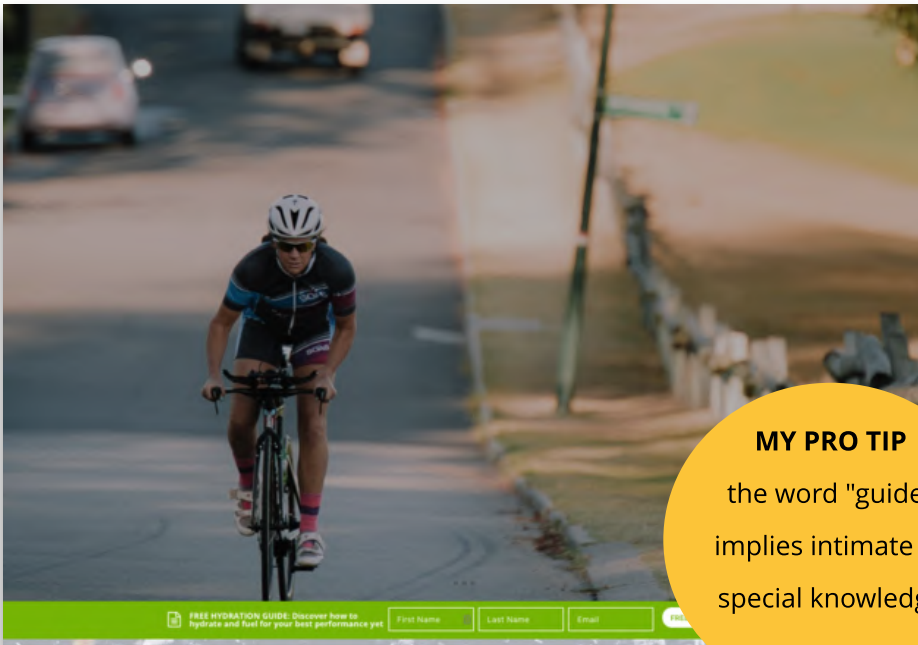


image credit: Bindinutrition

MY PRO TIP
the word "guide" implies intimate or special knowledge

5 E-BOOK ideas for you to modify and use

- A guide to making the switch from disposables nappies to cloth
- Using free online resources in your retail business
- A guide to keeping your indoor plants thriving through Winter
- Beginners guide to mountain bike maintenance
- Seasonal planting guide - what to plant when

CHECKLIST

Ideal for retailers who want customers to add their products to a regular routine or purchase list. Appeals to customers who are overwhelmed with information & choices.

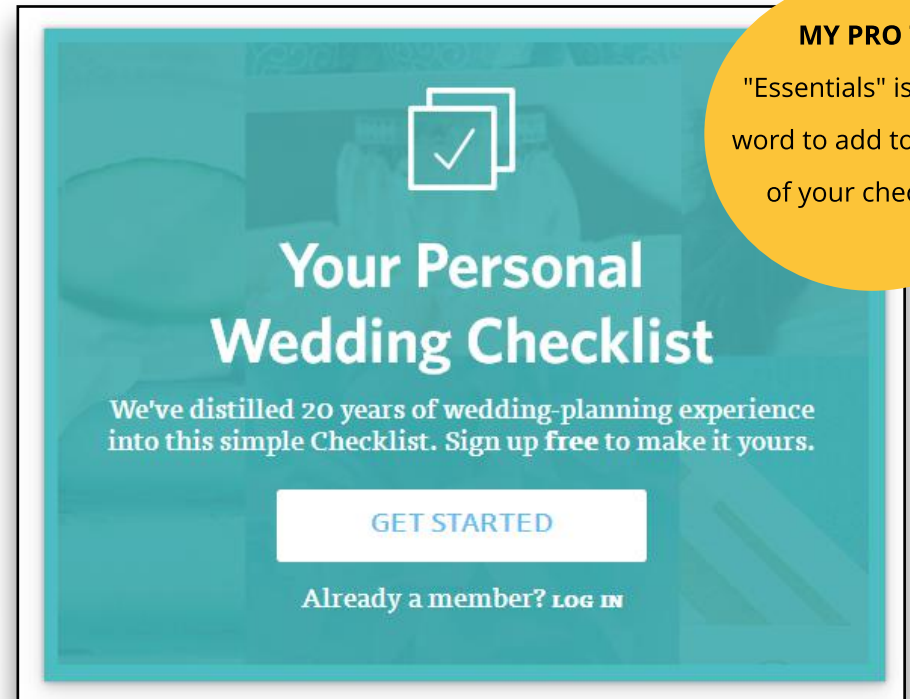


image credit: The Knot

MY PRO TIP
"Essentials" is a great word to add to the title of your checklist!!

5 CHECKLIST ideas for you to modify and use

- Back to school essentials
- 5 alternatives to processed snacks to add to your shopping list
- 10 essentials to pack for your Summer at the beach
- Your morning skin care routine made easy
- 10 things every quilter should have in their sewing box

PRINTABLES

Ideal for retailers with information that can be put into a short format resource consumers print and use or refer to regularly.



MY PRO TIP

Add your logo, website & branding to all printables

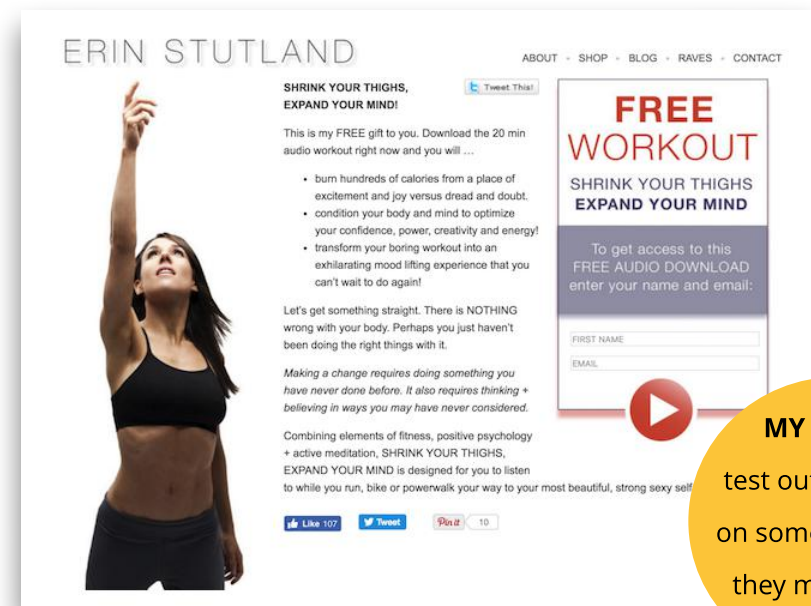
image credit: 100 days of real food

5 PRINTABLE ideas for you to modify and use

- "Rewards" chart
- Meal plan
- Marketing planner
- Shopping list
- Cloth nappy wash routine

STEP BY STEP PROCESS

Ideal for retailers who can break a process down into steps - this information can be presented as an audio file, printable or infographic.



MY PRO TIP

test out your steps on someone else so they make sense!

image credit: Erin Stutland

5 STEP-BY-STEP ideas for you to modify and use

- Bring new life to an old chair in just 2 hours
- Step-by-step pilates - the workout you can do at home every morning
- 3 simple French braids - step-by-step
- Quick & easy girls dress pattern you can make in just 30 minutes
- Make your own body scrubs in 5 easy steps

SIGN UP

Got lots of information?! Don't just give it away, have your tribe sign up in order to get access to your knowledge.

MY PRO TIP

Make sure you have the capacity to deliver new content regularly

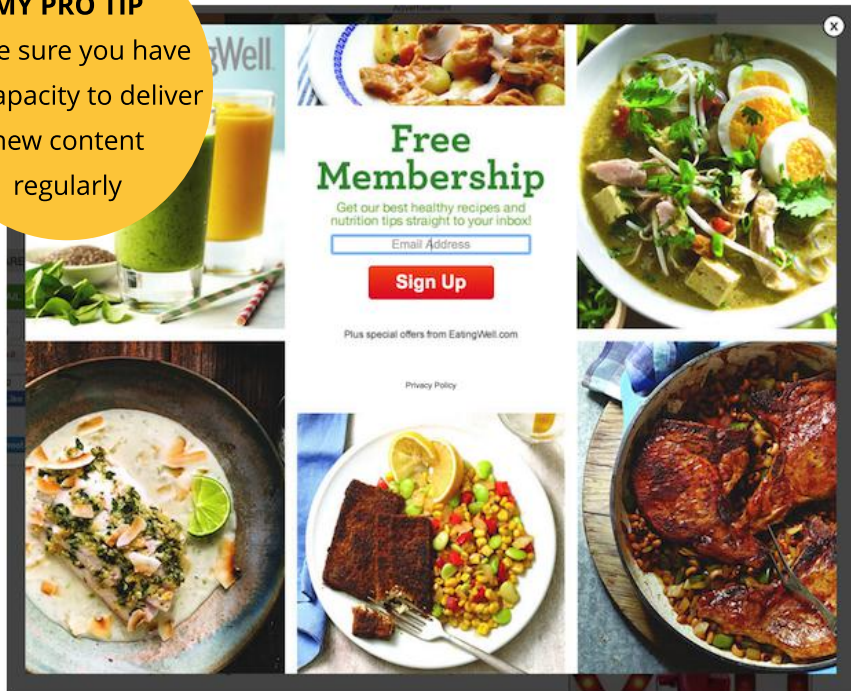


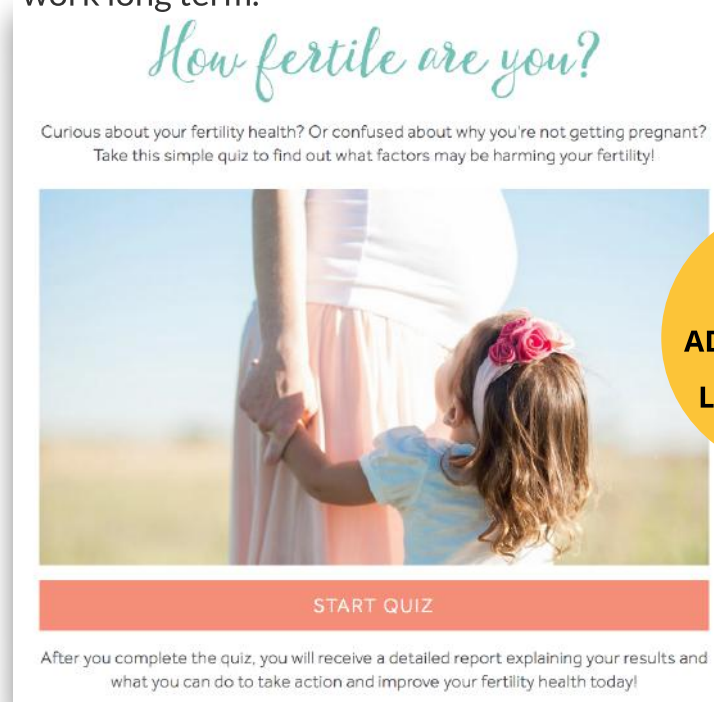
Image credit: EatingWell

5 SIGN-UP ideas for you to modify and use

- Sign up to receive a top tip each week
- Sign up to receive a daily motivational quote
- Sign up to receive a new workout routine each month
- Sign up to receive access to our recipe collection
- Sign up to receive VIP access to new products

QUIZ

Quiz's are a great way to solve a problem for your potential customer and target your ongoing communications. But they're not for the faint hearted - you need to be prepared to put other marketing funnels in place to make the leads work long term.



THIS IS AN
ADVANCED LEVEL
LEAD MAGNET!!

5 QUIZ ideas for you to modify and use

- Curious about how nutritional supplements can help you?
- Does your personality shine through in your home decor?
- Confused about the best skin care routine for your skin type?
- How to get a good night sleep (picking the best pillow for you)
- Picking the best exercise program for YOU...