



THE LEAD MAGNET

PAGE **FITNESS**





Hello Fitness Expert, congratulations on downloading this eBook. This means that you are actually serious about getting the leads for your business. In this eBook you will learn what it takes to take your business online and collect leads like a magnet.

As we know that everything is changed after the Covid-19. Now, people are even more serious about their health and YOU can help those people achieve their health goals.

But the question is, how will the people find you? The answer is 'The Internet'. After Covid-19 where physical businesses are being closed, on the other hand, online businesses are growing like never before. So now it's your turn to get Digital.

The best way to promote yourself and your business online are Ads. Imagine you have created a really appealing Ad Campaign and you are promoting it on Social Media, but what next? Where are your visitors going the land? How will you create an interest in them so that they become interested in your services and contact you? For all of these things you need a Super Converting Landing Page, and we call it **The Lead Magnet Page**.

Before we discuss how much will it cost you, let's talk about why do you need it anyways! And what's so special about this Landing Page that I am so sure that it will increase your conversion rates exponentially.

So, what is a Landing Page after all? A Landing Page is a page where you reach via an online advertisement. However, a good optimized Landing Page can bring major differences in the rate of conversions and eventually you can get multiple times the conversion with the same ad spent on a non-optimized Landing Page.

Now we will discuss about features of Lead Magnet Page which is important for you to know.

Let's start with:

- 1) **Headings:** You have to make sure that the Heading of the Lead Magnet Page should be very attention grabbing and it should let the visitor know how will you be able to help them with your services.
- 2) The next thing is a **Video** where you will tell everything about yourself and services that you provide. Videos are the best way to do it because they have the highest engagement power. So make sure to make a good and engaging video for your Lead Magnet Page so that people would want to purchase your services from you.
- 3) **No Header or Footer:** If you noticed, then you will see that there are usually no Header or Footer in a Landing Page. This is because we don't want the visitor to navigate from pages to pages. We want them to make purchases this is why they see what we want them to see.



HashtagPP

- 4) **Trust factors:** Customers should have a reason to trust you. For this you can use different trust factors like Client Testimonials, Google Reviews or some award or certification that you may have received. These trust factors will be shown in your Landing Page so that visitors can see that your existing customers are satisfied with your service and you know your job well.
- 5) The next is **Call-To-Action (CTA) buttons**. This is the most important thing of a Lead Magnet Page. You have to give the visitor a button where they can click and perform some action. These actions can be anything from 'Call Now' to 'Get a Call' to 'Book and appointment'. Basically, the motive of a CTA is you should have the contact information of the visitors that will eventually get converted into a paying customer.
- 6) The Lead Magnet Page should be **Mobile Optimized**. This means, if a person is accessing the page even from his mobile, then also, the page should be really easy to navigate. This is really important because majority of the people access the internet through their mobile only.
- 7) Now let's talk about how you will be able to collect the leads from the page. We will use a **Form** to collect the leads. The interested visitors will fill out their details such as Name, Email and Phone number and you will be able to contact them using these details.
- 8) **Live Chat Button:** If at any moment visitors feel like to connect with you and ask some questions, then they can use the Live Chat Button to connect with you instantly. And you can be online 24*7 by using an app for the chat button.
- 9) A **Free Bonus**, if you can, then prepare a bonus for your audience. This can be a Limited Period offer, like a limited discount or a free PDF or eBook. But make sure to provide value to your audience with your bonus.
- 10) **FAQ section:** All the common questions related to your services, for example 'Is the program available for men and women both?' or 'what is the duration of the course?' can be answered in this section. You can list your USP here as well which makes you different from other trainers.

The above were the 10 important features of a High-Quality Lead Magnet Page. I hope you learnt something amazing after reading this. So, go and get your Lead Magnet Landing Page up and ready to capture a wave of leads that will be coming towards you.