

Angela Kelly Smith

How Do I Get People to Sign Up for My Lead Magnet Brand + Design Scoop ep. 024 Podcast Transcript

Welcome to Brand + Design Scoop, where I share practical, relatable tips on branding, design, and building a business!

I'm Kelly, a marketing strategist, Squarespace website designer, and founder of the Women Podcasters Academy. I'm so happy you're here today!

If you're thinking about starting your own podcast, check out the Women Podcasters Academy at womenpodcastersacademy.com. It features a full course on podcasting, a supportive community, and live weekly sessions with me and guest expert podcasters—starting in May.

On today's show, I'm going to discuss how to get people to sign up for your lead magnet. Quick aside: Whenever I mention blog posts, I'll always share the links in the show notes. So, I won't mention that every time.

So, you've got a lead magnet, and now you're trying to figure out how to get people to sign up for it! I hear you!

We create this fabulous guide or video or mini-course, put the sign-up form on our website, sit back, wait for the sign-ups to roll in, and...

Crickets!

Okay, maybe not crickets! But not as many sign-ups as we want!

So, the first thing you need to make sure of is that your lead magnet is irresistible to your audience.

- It must be on a topic that is relevant to your business. Kind of "duh," right?

- It must be something that your audience (that is, your ideal client) is actively looking for and needing. This is really important when it comes to keywords that your audience is googling.
- Your lead magnet must have a concise and engaging title. It's got to really grab your visitor's attention and make them go, "Yeah! I want that!"
- It must have an alluring description. Same thing. This is like a double "Yes!"
- And it must be high-quality. Okay, so, they won't figure out the quality until after they download it. But, the point of getting visitors onto your list is to nurture the relationship so they eventually buy from you. If your lead magnet is crappy, they'll think that what you're selling will probably be crappy, too, right? It doesn't have to be perfect! But you do want to make them happy that they downloaded it. You want them to think, "If she's giving *this* away for free, I can only imagine how awesome her other stuff is!"

So, these are the basics of getting visitors to sign up for your lead magnet.

Let's say you're a health coach. One idea for a lead magnet is a PDF of a few recipes with a brief description of why you chose those recipes. The collection of recipes should have a theme: 30-minute meals for busy professional moms, smoothies for an energy boost, or plant-based stews where you won't miss the meat, for example.

Even if the recipes are awesome, people are NOT going to download them if all you write about them is: "Download my free recipes." This says nothing about WHY people should download them, WHAT the benefits are, or HOW the recipes will help them. That's why a concise, engaging title and an alluring description are so important. For example:

"5 30-Minute Plant-Based Meals Your Kids Will Love" — "Download this FREE collection of recipes of 30-minute healthy meals your kids are sure to love."

That's something I'd download!

All right! So, let's talk about where you're going to place and promote your lead magnet.

1. The first place you're going to put your lead magnet is right on your homepage.

As I discuss in my blog post called "[7 Essential Features Every Homepage Must Have](#)," the number 1 goal of your website is to get people onto your email list. This is because 92 percent of first-time visitors aren't going to buy from you right away. That's massive! You've got to get

people onto your email list so you can develop a relationship with them and stay top-of-mind for when they *are* ready to buy from you.

One of the best ways to do that is to make it very clear on your homepage that you want them to sign up for your email list. Now, you're really inviting them to download your lead magnet because...

Who wants to sign up for another newsletter??? No one!

So, you're going to put a sign-up form for your lead magnet toward the top of your homepage, right underneath the banner image, headline, and summary text.

Some people put their lead magnet right at the top—making it the first thing visitors see when they arrive at the website. This makes it super-clear what you want visitors to do.

You can put the name and email forms directly on your homepage so visitors can sign up there. Or you can put a “Download Now” button that will take visitors to your landing page. By the way, the button should never read “Subscribe”! It could be something like “Yes, I want it,” or “let me in,” or “give me the recipes.” Almost anything other than “subscribe”!

2. The second place you're going to put your lead magnet is on a separate landing page.

A landing page is a separate page on your website or a free-standing page with a landing-page provider. I use [ConvertKit](#), but there are plenty others out there.

You can also just make a new page on your website that is purely for the lead magnet. Ideally, you'll remove the header and footer from the page, so that it looks like a landing page. You should have the landing page open in a new tab so that people aren't leaving your website.

Here's what goes on the landing page:

- The title of the lead magnet
- The name and email forms (you always want to get their first name so you can personalize the emails you send them)
- The brief description of the lead magnet just above the name and email forms
- The image you created

- A longer description that gives more details about the lead magnet. Not too long, though! This is *not* a sales page. This part is optional, but it can be helpful.

How do you use your landing page? You can direct visitors from your homepage to your landing page if you want to give them more information about your lead magnet. You will also send people to your landing page from social media, from your blog posts, and from your main navigation menu. I'll get to all of these in a minute.

3. The third place you'll put your lead magnet is in a popup.

I know, I know. I hate popups, too! But I have one because they are surprisingly effective.

Not everyone is going to arrive at your site on your homepage. So, you need a way to invite them to download your lead magnet in some way other than just having it on your homepage. A popup is the best way to do that.

Briefly, you'll use your title, short description, image, and name and email forms so they can sign up through the popup.

You'll need to set the timing for when the popup appears. Set it to show up after 7-8 seconds (that's seven to eight seconds, not 78 seconds!) OR after the visitor scrolls 25 to 50 percent of the way down your page OR when they start to exit your site. Don't have it pop up as soon as visitors arrive. You want to give them several seconds to see the page before the popup shows up.

4. The fourth place you can promote your lead magnet is by putting a link to your landing page in the top navigation menu.

Doing this makes it easy for people to find your lead magnet no matter what page they're on. It also gives them the chance to get your lead magnet if they closed your popup without signing up. As of this recording, I have "Start a Podcast" in the top right of my main navigation menu. You want to keep the title of menu item very short. Don't have it be the full title of the lead magnet. That will clutter your navigation menu. Keep it really simple!

5. The fifth place you're going to promote your lead magnet is by linking to your landing page in your blog posts.

If you're writing about quick meals, and your lead magnet is recipe for 30-minute meals, then it's totally appropriate to link to your lead magnet. You could even put a sign-up form right in the blog post. Don't overdo it! Whenever it's relevant, go for it!

6. The sixth place you're going to promote your lead magnet is sharing it in social media posts.

When you share on Facebook and Twitter, you'll put the link that goes directly to your landing page. When you share on Instagram, you'll refer followers to "Link in bio."

So, what do you do about the link in your bio?

Lots of business accounts use Linktree or some other similar services. You can have a button there that goes straight to your landing page.

I created my own Link in Bio page on my website that is hidden from search engines because it's just for Instagram. On it, I have buttons for my lead magnet at the top, my blog, my podcast, Women Podcasters Academy, then the most recent blog post and the most recent podcast episode. Since it's a page on my site, people can easily navigate to my homepage from there.

Whether you use a service such as Linktree or create your own "Link in bio" page, be sure to put the link to your landing page at the very top. I gave that button the title of my lead magnet since my title is short enough. If your title is too long, come up with something shorter for the button. But be sure to use something other than "Free Download" or "Free Guide." This button needs to be really clear and enticing.

7. The seventh place you're going to promote your lead magnet is on your podcast.

You can "sponsor" your own podcast with your lead magnet by mentioning it at the beginning and the end. Have a link to your lead magnet in the episode notes. You could even do an episode that's specifically on the same topic as your lead magnet.

8. Finally, you can promote your lead magnet with social media ads.

You'll set a goal of getting people to your website. You will use your engaging title and image. You'll use the short description. You'll target your audience by age, gender, and specific areas of

the country. You can use a longer description to show up in the description part of the Facebook or Instagram post. Or just stick with the short description. So, you see why this has to be so clear and alluring?

Ultimately, you're going to spread the word about your lead magnet everywhere. Telling them just once about your lead magnet isn't enough. People have short memories and have information overload. They'll hear, read, or see the information the first time and might not be ready. They'll hear, read, or see it the second, third, *fifth* time and finally go, "Hey! I could really use that!" So, keep at it! What you're offering is valuable!

So, what's the one action you're going to take now to start promoting your lead magnet?

I'd love to read your thoughts on this episode. You can leave comments on this episode's post on my website. Link in the show notes.

Following my own advice here, check out my free guide to How to Start a Podcast. Link in the show notes. And I'd love to have you join me in the Women Podcasters Academy! So, please check that out, too!

I'll be back on Friday with a fabulous guest interview!

See you next time on Brand + Design Scoop!

Links mentioned in the episode:

["7 Essential Features Every Homepage Must Have"](#)

[ConvertKit \(30% off\)](#)

["How to Start a Podcast"](#)

[Women Podcasters Academy](#)

[Link to this episode](#)

Angela Kelly Smith is a marketing strategist, podcaster, and the founder of the Women Podcasters Academy. Her mission is to help women entrepreneurs create the successful business of their dreams through strategic marketing that establishes them as authorities in their field and helps them attract more of their ideal clients. She created the Women Podcasters Academy to support women start and grow their own podcasts with a full course on podcasting, a supportive community of fellow podcasters, and weekly live trainings.