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Lead Magnets: The Definitive Guide

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Every lead magnet you create should be focused on a single final product or service, or a bundle of them if it makes sense (we'll go over how to determine that in a second). As you're deciding on the product or service you want to focus on, try to keep price out of the equation. If you start focusing on price, you will

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The Lead Magnet examples later in this chapter to get an idea of how specific

we're talking here. Step 3 - Give Your Lead Magnet a Name. Now that you know what you're offering and to whom, giving your Lead Magnet a name will be easy. Your title is essentially a headline for your value proposition that appeals to your buyer persona.

How to Create a Lead Magnet (& 9

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I also liked the way the book was divided into different subsections of chemistry, biology, physics, geology and astronomy to provide a survey of the different areas of science. It seemed like the Building Blocks of Science Book 3 curriculum would be a lot of fun. We started the year with gusto, but that quickly changed to disenchantment.

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