

A printable guide to help you hammer out a compelling Lead Offer so
you can build a profitable email list

The Lead Offer Workbook and Checklist

A BEST PRACTICE DOWNLOAD

Best Practices



Hey Friend,



Digital Strategist Serving Entrepreneurs & Creators
JUDETTE COWARD FOR FORWARD FORTY



I'm excited for you to learn about Lead Offers. Out of all the strategies I have used in my online business, this is hands-down my favourite. Why? It provides a pipeline of potential customers into your business by way of email addresses. In this workbook, I've taken everything I've learned from managing an email list for over 15 years, running a seven figure PR firm and working with hundreds of global organisations and small business owners.

I can't WAIT to dig into this guide with you.

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..... LET'S DO THIS TOGETHER

So, you've been thinking about an email list, huh?

Can't blame ya! Everyone knows that while I'm a huge cheerleader for building a community and a brand on social media, I never want folks to stop there.

Whether you're running an online course, selling digital products, setting up your e-commerce platforms and everything in between, let me be the first spill some tea, you've got to move your followers from social media onto your email list.

You have to do this my friend because (I'm about to make the tea hotter), an email list is something you own. You rent space on social media. An email list allows you to diversify your marketing efforts. Best of all, your Offer can help you generate more online income once it is grounded in an automated sequence, which leads to the sale of a product or service. Your end game though has to solve the pain points of your ideal customer.

I know the wheels in your head are spinning.

You've probably set up an e-commerce store, built a darn good website, spent a ton of money on ads but without a system, have little to show for it.

Online sales are all about systems but first things first. Let's build a Lead Offer, and take figuring out what the heck to give away off your list.

Cause you've got enough to do, wink.

Inside this guide, you'll find a checklist of things you need to complete before you know what Lead Offer is right for your audience. There is an external prompt list and an internal excavation list. We're going to try and poke holes (in the best way possible) into your 'C' factor, i.e. your CREDIBILITY and its CONNECTION to your offer.

I've also included some learning from my Private Membership where I provide images for all your social media feeds as well as editable caption templates, e-marketing guides and training videos every single month to help you move and groove with your online marketing.

Also are you interested in learning more about how to use AI to get more specific in your content and social media marketing?

[Click here to get 20 Perfect prompts for your content and social media marketing. Prompts are FREE](#)

Back to building your profitable email list. There are people who NEED what you offer, and they'll never know if you don't tell them and tell them consistently via your email list.

I can't tell you how much business I have gained just by showing up in my ideal customers inboxes every single week. Are you ready to build your Lead Offer and grow a list?

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..... GET CLEAR

YOUR LEAD OFFER GUIDE

Do you have a list of offers that you're thinking about right now? If you already have just ONE, go ahead and write it in the space below. If you're unsure, jot down 3-4 Lead Offers you're thinking of.

What are the significant characteristics of each offer and who does it serve?

Do you currently sell anything related your Lead Offer? If you do, map the list you made in the first question so each offer is linked to an end product or service.

If not, are you intending to sell anything related to your Lead Offer? What is it?

Give me a one-liner about your connection to your list of possible offers. Separate each offer and tell me, what qualifies you to make it?

Have people already achieved success with your services? Have you solved their pain points? Give 2 specific examples in each case.



..... LEAD OFFER IDEAS LIST

BRAIN DUMP

Before you define your singular Lead Offer, I want you to think about your ideal customer. Simplify members you have already done this work with me, but if you are new, use this space to list every single audience you serve.

Get them all down on paper and then begin to eliminate. Unless you possess some supernatural powers (and hey, who am I to doubt if you do!) your offer cannot serve everybody. So, niche it down.

I've found this exercise helps me to get every audience in one place, and not floating around in my head. Once I begin to cross groups off, I know exactly who I want my Lead Offer to serve. Keep this list nearby as you go through this workbook and use it as a parking lot so you never get distracted from your WHO!

I have listed some prompts in the food industry to show you how broad an audience can be, and how niche it can get.

So again, who does your list serve?

FOODIES | VEGAN LOVERS | HOME BAKERS | WEIGHT LOSS OVER 40 |

PESCATARIANS | VEGETARIANS | FOOD FOR YOUR BLOOD TYPES |

INTERMITTENT FASTERS | FEED YOUR MUSCLES | KETO DIETERS | DESSERT

LOVERS | RAW FOODS | COFFEE LOVERS



“A small list that wants exactly what you’re offering is better than a bigger list that isn’t committed.”

Ramsay Leimenstoll



..... PHASE ONE:

RIGHT CUSTOMER



RIGHT OFFER

If you're a small biz owner then you're a content creator. And if you're a content creator you might as well be a profitable one. You see, the most common way to attract subscribers is by offering a freebie like an eBook, a checklist, a cheat sheet or something else that holds value.

BUT HERE'S THE QUESTION ...

Does the format of your offer matter? Sure, but guess what is even more important? Making sure your offer is so solid that it attracts the right subscribers, the ones who come with a buying intention because you've got something that solves their problem and adds value to their lives.

This is the ABC of Lead Offers, the foundation of the house you're building. I always say.... you may not see the bricks, but if it's not there? Boy, you'll notice all the cracks pretty soon.

So here is the most important building block of your Lead Offer...

*Don't treat your freebie as just a list
building magnet. Make it the first part of
your sales cycle. Use it to qualify subscribers
and generate business leads.*



..... PHASE ONE:

RIGHT CUSTOMER
&
RIGHT OFFER

To do this, you need to design your freebie /offer intelligently because it will determine the kind of subscribers you attract.

Ok, by now you have a clear idea about your offer and how it links to a product/ service in the back end. So now that you have narrowed so much of the essential stuff down. It's time declare your hand.

State your offer below. Don't worry about the shape or format. Just write your Lead Offer for your perfect customer down!

My Lead Offer Is

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..... PHASE TWO:

LEAD OFFER SUCCESS

CREDIBILITY MATTERS

You are nearly there. Now I want you to make sure that your Lead Offer has connective tissues running through the body of your online brand.

Can your customer find threads of your online offer on/in:

- | | |
|---|--|
| <input type="checkbox"/> Your mission statement | <input type="checkbox"/> A customer hack (online research) |
| <input type="checkbox"/> Your online stories | <input type="checkbox"/> Your social media brand |
| <input type="checkbox"/> The business core values | <input type="checkbox"/> Your blog/podcast/video streams/website |

If you checked more than 2, that's great. It means that your Lead Offer has a high credibility factor, even with those who are discovering you for the first time online

if you don't have that "A" as in the Authenticity factor, I don't want you to spend a single second worrying. You can build heaps of credibility for your Lead Offer on your website or a Landing Page. You don't have to check all of the boxes below but make sure you're creating online trust factors here:

- | | |
|---|---|
| <input type="checkbox"/> Website copy | <input type="checkbox"/> About pages copy |
| <input type="checkbox"/> Credentials | <input type="checkbox"/> Captions on social media that builds credibility |
| <input type="checkbox"/> Testimonials | <input type="checkbox"/> Services or sales page copy |
| <input type="checkbox"/> Your WHY Story | <input type="checkbox"/> Above the line copy that speaks right to your target |

Hey...

NEED TEMPLATE?

[CLICK HERE](#) and head to my SHOP where you can load up on everything from online business templates to brand building guides and social media planners.



..... PHASE THREE:

FORMAT YOUR OFFER



GET STARTED

Beast mode time—I've researched 69 ways you can format and create your Lead Offers. The purpose of this checklist is to at least make sure you've seen the whole buffet and pick the meal of your choice.

YOU ARE the boss: highlight the ones you think work best for you and then eliminate until you arrive at the most workable solution to get your Lead Offer out to your perfect customer,

Your offer does not have to be complex it just has to be valuable. Your offer can be a 5,000 word quiz with instructions and various results pages or a short-form sales page, with product description and a discount. Do you boo!

Here are 69 of the most popular lead offers (via optinmonster.com)

Useful Lead Offer Ideas

Useful lead magnets help save your user time, energy, money, and more. This type of lead magnet is the most irresistible of all the types because it's a "silver bullet": one specific, actionable solution to a problem that is easy to digest.

- | | |
|--|---|
| <input type="checkbox"/> Checklist | <input type="checkbox"/> Printable Worksheet/Workbook |
| <input type="checkbox"/> Cheat Sheet | <input type="checkbox"/> Inspiration File |
| <input type="checkbox"/> Template | <input type="checkbox"/> Prompts |
| <input type="checkbox"/> Swipe File | <input type="checkbox"/> Calculator |
| <input type="checkbox"/> Examples | <input type="checkbox"/> Generator |
| <input type="checkbox"/> Script | <input type="checkbox"/> Spreadsheet |
| <input type="checkbox"/> Toolkit | <input type="checkbox"/> Recipes |
| <input type="checkbox"/> Web App | |
| <input type="checkbox"/> Resource List | |
| <input type="checkbox"/> Calendar | |
| <input type="checkbox"/> Plan/Planner | |

Educational Lead Magnet Ideas

Educational lead magnets teach users about a specific topic that is highly relevant to your offerings. These lead magnets position you as the authority in your industry.

- | | |
|--|--|
| <input type="checkbox"/> Gated Content | <input type="checkbox"/> PDF Version |
| <input type="checkbox"/> Tutorial | <input type="checkbox"/> Transcript |
| <input type="checkbox"/> eBook | <input type="checkbox"/> Audio Version |
| <input type="checkbox"/> Guide Report | <input type="checkbox"/> Summary/"Cliff Notes" Version |
| <input type="checkbox"/> Infographic | <input type="checkbox"/> State of the Industry |
| <input type="checkbox"/> Educational Video | <input type="checkbox"/> Predictions |
| <input type="checkbox"/> Educational Audio | <input type="checkbox"/> Mind Map |
| <input type="checkbox"/> Webinar | <input type="checkbox"/> Recording/Replay |
| <input type="checkbox"/> Event Tickets | <input type="checkbox"/> Audio Book |
| <input type="checkbox"/> Email Course | <input type="checkbox"/> SlideShare |
| <input type="checkbox"/> Free Book + Shipping | <input type="checkbox"/> Roundup |
| <input type="checkbox"/> Sample Chapter | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Sample Video/Clip | <input type="checkbox"/> Vault/Library |
| <input type="checkbox"/> Sample Audio Clip | |
| <input type="checkbox"/> Free Coaching Session | |

Entertaining Lead Magnet Ideas

Some lead magnets don't need to be particularly useful or educational– they can simply entertain.

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Quiz | <input type="checkbox"/> Quotes |
| <input type="checkbox"/> Survey | <input type="checkbox"/> Desktop Wallpaper |
| <input type="checkbox"/> Giveaway | <input type="checkbox"/> Mobile App/Game |
| <input type="checkbox"/> Manifesto | |
| <input type="checkbox"/> Comic Strip | |

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Community-Building Lead Magnet Ideas

Communities are places where businesses can have a dialog with their users, as well as places where users can interact with each other.

- ☐ Challenge
- ☐ Membership Site
- ☐ Facebook Group
- ☐ Slack Group

Bottom of Funnel Lead Magnet Ideas

Sometimes a prospect hasn't given you their email address yet, but they are already thinking about buying your product. Be prepared for these hot prospects by building lead magnets at the bottom of your funnel.

- | | |
|--|--|
| <input type="checkbox"/> Free Trial | <input type="checkbox"/> Free Shipping |
| <input type="checkbox"/> Coupon | <input type="checkbox"/> Free Consultation |
| <input type="checkbox"/> Case Studies | <input type="checkbox"/> Free Quote |
| <input type="checkbox"/> Waiting List | <input type="checkbox"/> Catalog |
| <input type="checkbox"/> Early Bird Discount | |





*Nothing will work
unless you do!*

*Follow this
blueprint and then
head to [my SHOP](#)
to check out
other companion
workbooks and
templates.*

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YOU NAILED IT, MY FRIEND.

This is PART ONE of the system you'll need to build automated income online. Some people might say it is the most important part because it lays the foundation I've been preaching to the high heavens about.

Now that you know your Lead Offer, you need to roll up your sleeves and commit to the work ahead. However, first you need your flowers because HOT DANG, you're doing your thing!

Now, I do have to remind you that the world won't care about your opt-in or offer. Your ideal customer may care but only IF YOU GIVE THEM A REASON TO. Your role is to make them care with something that is so compelling, they'll readily hand over their email address to you. Remember you can keep your Lead Offer simple, just make it compelling.

MY FINAL WORD

Making changes, doing something like setting up a system to put your income on repeat can be awkward, uncomfortable, or downright terrifying.

And can I add 3 more things to the mix? It will require:

- Time.
- Courage.
- Patience.

The right path is never the smoother one.

But you already know this. You're already keenly aware of those times you've made the best choice for you knowing it was going to be tough work.

THE PROCESS

So, I'm here to tell you. I'll be with you every step of the way. I'm here with you for the process, not just the result. If you need to brainstorm your Lead Offer, please book your personal call with me [HERE](#).



..... NOTES

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