Lead Magnet Checklist

# YouTube

Pick a niche

Choose a location

Identify problem areas for clientele

Construct a keyword list

Setup Telephone System (if required)

Create video content per niche, problem, & location

Optimize YouTube video

Acquire social media backlinks

# Craigslist Gig Hunting

Choose location

Use search to find recommended keywords & terms

Browse key sections

Check daily

# Reddit Gig Hunting

Create [www.reddit.com](http://www.reddit.com) account

Browse business related subreddits (See Guide) and locate gig postings

Read subreddit rules before posting!

# LinkedIn Network

Create the customer avatar – preferred client

Choose a single type of client to target

Author profile like it was a sales letter

See guide for specific profile element changes

Create a business page and post free how-to / case studies

Join business groups and poll or watch for gig requests

# Amazon Publishing

Create a Kindle Publishing Account: <https://kdp.amazon.com/>

Browse categories and determine the popular segments

Focus on solving specific problems for specific niches

Write for existing audiences – don’t create a new audience

Finish the book first and then worry about getting it published

Include your contact information and sales pitch in the book

# Local Facebook Groups

Search for local business groups

Seek out questions or start discussions that may prompt them

Join niche specific groups (e.g. restaurant owner’s groups)

Start your own networking or Q & A group for your location

# Network Affiliate Incentives

Develop an incentive plan to offer to your network of friends, clients, & associates

Explain that you’re starting/growing an agency and ask for referrals

Incentive is between 20 and 50%