

Why Creating a Multi-part Course is Such a Powerful Lead Magnet

When it comes to choosing what sort of lead magnet to create, you have a lot of options. Your typical infoproduct-style lead magnet can take the form of ebooks/reports, videos, audios, access to membership sites, webinars and more.

But there's one type of lead magnet that tends to be particularly effective: a multipart ecourse delivered by email.

Here's why it works so well:

- It carries a high perceived value. Your subscribers will tend to view a course as more valuable than some other types of lead magnets, especially ebooks/reports. In turn, this can help boost the conversion rate on your lead page.
- It trains people to open your emails. Sometimes people insert "throwaway" emails into opt-in forms just to get a lead magnet, and then they never check those email addresses. If your lead magnet is delivered over time by email, then people are more likely to give you a good email address. And once they see how awesome your course is, they're going to keep on opening your emails (even once the course is complete).
- It gives you multiple opportunities to sell a backend offer. Every email lesson you send gives you an opportunity to pitch a related offer.

So, with all these benefits in mind, let's quickly go over the process of creating an email course:

Step 1: Decide What to Sell on the Backend

The first thing you need to do is decide what main product you want to sell within your course. That way, you can construct your course in such a way

that it naturally leads to the paid offer. As always, selling your own product will be the most profitable, but you can sell an affiliate offer instead if you so choose.

TIP: Be sure to choose an offer that's in-demand among your audience. If you're not sure what your audience wants, then do your market research to find out what they're already buying.

Next step...

Step 2: Determine the Course Topic

Now that you know what you're going to sell within the course, you can decide what sort of course to create. The key is that your course and the paid offer should be highly related, so that anyone who requests the free course will naturally want the paid offer as well. Indeed, the two products should work well together if possible.

The second key is that the course should be useful yet incomplete. This means it should solve part of your prospect's problem, but ideally customers need to purchase your paid offer to solve the rest of the problem.

For example:

- Your course provides an overview of a topic. For example, if you're selling a weight loss product, then you might create a course that shares an overview of the nutrition and exercise guidelines people need to follow to lose weight. Your prospect gets plenty of helpful tips, but they'll need to buy the product in order to get in-depth details, meal plans, recipes, etc.
- Your course provides in-depth information on one step of a process, and your paid product picks up where the free product left off. For example, your course might teach people how to set up a blog and start populating it with good content, and then your paid product shows them how to monetize the blog and generate traffic.

- Your course provides in-depth information for an entire process, and then you sell a tool on the backend. For example, you might offer a free copywriting course, and then sell a set of sales letter templates, checklists and swipes on the backend.

Point is, think about how to create a course that is useful to the user, but leaves room for them to purchase your offer to solve the rest of the problem.

Step 3: Develop Your Course

Now you need to create your course, starting with deciding how many emails (AKA "lessons") to create. A good guideline is somewhere in the neighborhood of five emails. For example, if you have a five-step system to share, then you'd share one step in each email. Or if you have seven tips to share, then you'd create a seven-email course and share one tip per email.

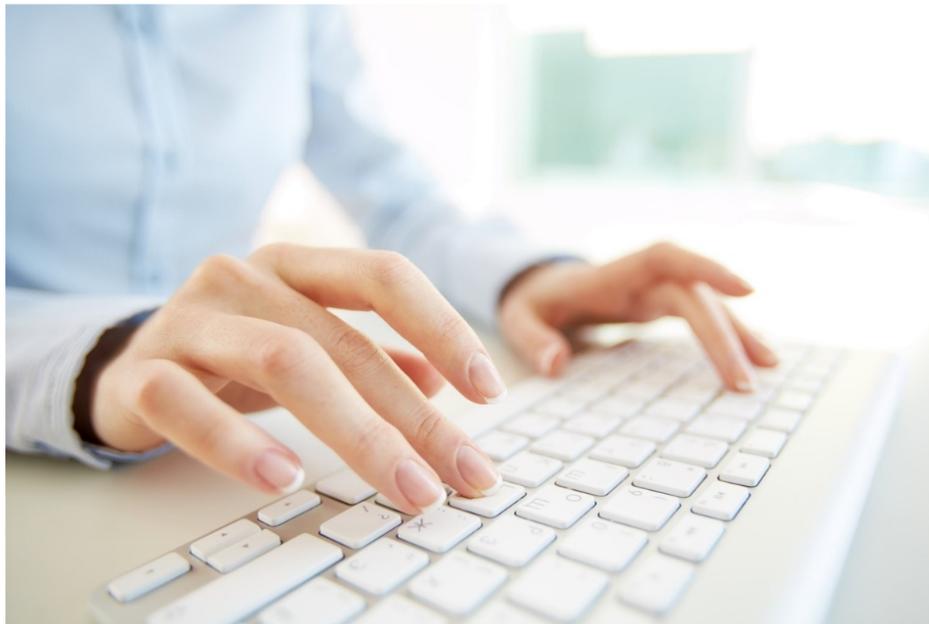
Keep these tips in mind:

- Craft benefit-driven subject lines. One big key to getting people to open your emails is to have an enticing subject line, so invest some time in creating these. E.G., "The dieting secret that melts fat like crazy!"
- Provide quick wins. Each email you send should include actionable information, particularly those that will provide a "quick win" (quick results) for those who take action.
- Impress your subscribers. This means offering engaging, high-quality and useful content. You want subscribers to be so impressed with your free content that they're eager to purchase your paid offers.

Now a few parting thoughts...

Conclusion

As you just discovered, a multipart course is a high-value lead magnet that trains prospects to open your emails. It also gives you multiple opportunities to promote your offer, which boosts conversions. Just be sure to create an evergreen course so it works effortlessly for months or years to come to put money in your pocket!



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