

# #IndieFreedomSeekers

## Marketing your Lead Capture

So now we've created your carrot and hook! How do we get people to bite your lead?

So hopefully you've created a fabulous lead capture - whether that's a free pdf guide, a challenge, a mini-course, a video series.

You've got a series of nurture emails just ready to go in Mailchimp, mailerlite, or whatever email platform you're using.

So now how do we get people on your list??

Think about this, if you get:  
1 person on your list a week,  
That's 30 a month,  
That's 360 new leads a year

Or if we get your lead capture in lots of places and you get:  
4 people on your list a week,  
That's 120 a month,  
That's 1,440 new leads a year - you're suddenly creating a big healthy list!

In this workbook we're going to be talking about all the ways you can add people in your list organically - that's without paying!

The more places we can advertise your list, the more people will see it - the bigger your list gets!!

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## Grab those leads!

The first thing you'll need to do is make it easy for people to sign up to your list!

So you'll want to create a page on your website dedicated to getting people on your list - a landing page.

Now there are 2 types of landing page - a lead generation page and a sales page.

We know those sales pages - they are long!

A lead generation page needs to be short and to the point.

You need to let people know quickly the benefit of joining their list and what they are going to get out of it.

You want to capture their name and email address, don't worry about surname - you're never going to start an email - Hello Debbie Clarke! The more things you ask from people the less likely they are to fill it in.

But if you do need to ask birthday, address etc, go ahead - but let people know why you are asking for it!

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## Landing Pages & Pop ups!

To create your landing page you're going to have to create a form to grab people's data in your email platform (there is a video for this) and embed it into your landing page.

Check these links out for examples of good landing pages, work out how you can steal a little of this magic:

<https://www.uber.com/gb/en/>

<https://www.apple.com/uk/apple-music/>

And check out this blog with a whole heap of great examples:

<https://blog.hubspot.com/marketing/landing-page-examples-list>

Hopefully what you'll notice is there are clean and crisp!

And here is mine: <https://debbiedoodah.co.uk/fbminicourse>

You might also want to create a popup for your site - some people love them, some people hate them. You get to decide what is right for your business - but they do work, otherwise people just wouldn't bother!!

There's a video for this too!

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## 42 Ways to Get those Leads

Right now you have a landing page - your space on the internet to grab those leads - let's talk about how you can get people on that page and filling it in, by sharing your link!

### Email

1. You can add the link to your email signature so it's there all the time
2. Add it as a P.s on the end of your emails
3. Send the link to your current email list to give them extra value from you
4. Send the link to valued contacts you think would benefit, but that aren't on your email list yet!

### Facebook Page

1. Create a cover photo in canva and add to your page - check out my Facebook page to see how it works!
2. Link the button to your landing page
3. Add it to your story section and business details
4. Create a Facebook post and tell everyone about your fabulous free offer!
5. Pin that post to the top of your page, so that people who come to your page see your offer first
6. Create a Facebook story directing people to your landing page
7. Do a Facebook live telling people about it and post the link to the landing page in the comments
8. If your lead magnet is a challenge use Facebook events to get people to sign up - it will remind people when the challenge is about to start!

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## 42 Ways to Get those Leads

### Facebook Group

1. Create a cover photo in canva and add to your page
2. Create a Facebook post and tell everyone about your fabulous free offer!
3. Pin that post to the top of your page, so that people who come to your page see your offer first
4. Do a Facebook live telling people about it and post the link to the landing page in the comments
5. If your lead magnet is a challenge use Facebook events in your group to get people to sign up - it will remind people when the challenge is about to start!
6. Add a question about whether they want your free whatever in the 'membership request' section in settings. I ask everyone who joins Blue Stockings if they want me free Facebook mini-course - if they say yes I send them a private message welcoming them to the group with a link to the landing page. And I have the message pre-written in Trello so I can quickly copy and paste!

### Instagram

1. Link in your bio and tell people to click the link in your bio!
2. Create an instagram post in your feed
3. Create an instagram story about it
4. Pin the story to your highlights
5. Create an IGTV highlighting your offer
6. Promote your IGTV in stories
7. Promote IGTV in your feed

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## 42 Ways to Get those Leads

### LinkedIn

1. Add a link to your landing page in your About section
2. Add a link in your Experience section
3. Create a article telling people about the benefits with the link to your landing page
4. Create a post with the link
5. Create a video and post with the link in the comments
6. Post on your business page (if you have one)
7. Send a DM to people you have a relationship with, but don't spam!

### Pinterest

1. Create a pin for your landing page and pin to Pinterest - you could do this multiple times!
2. Add the link in your bio
3. Inside every pin description (if applicable)
4. Create a video and post to Pinterest with link in description

### Your website

1. Create a landing page (hopefully you've got that by now)
2. Use 'hello bar' and create a bar at the top of your page
3. Create a pop-up
4. Embed a link on your homepage
5. Create a blog post about it and embed a link in blog post
6. Embed a link in all relevant blog posts