



7 Lead Magnets to Grow your Email List

Laura Fuentes

@LauraSFuentes



About Laura

Laura Fuentes



@LauraSFuentes

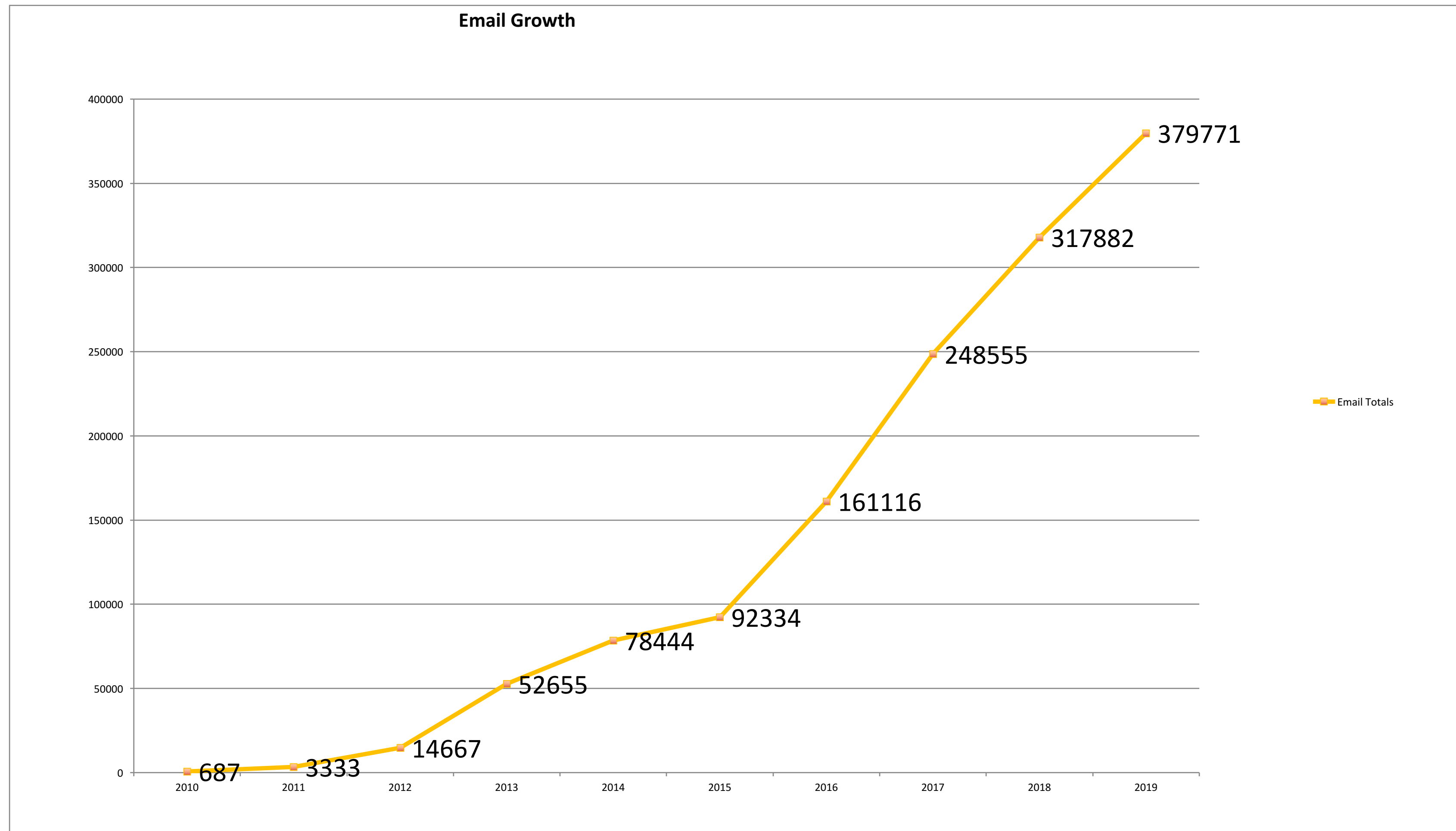


Emailship

Laura Fuentes

@LauraSFuentes

Email Growth



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Does an email list
WORK to
promote content?

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Case Study 1: Lorissa's Kitchen



AFTER SCHOOL SNACKING MADE EASY WITH
HEALTHY PROTEIN SNACK BOXES

LIVE DATE: 08/15/2018

RECAP DATE: 09/26/2018

TOTAL PAGEVIEWS: 22,296

UNIQUE PAGEVIEWS: 22,197

[VISIT THE BLOG POST HERE](#)

Page ?	Pageviews ? ↓	Unique Pageviews ?
	22,296 % of Total: 3.28% (680,587)	22,197 % of Total: 3.44% (645,978)
1. /after-school-snacking-made-easy-with-healthy-protein-snack-boxes/	22,296 (100.00%)	22,197 (100.00%)

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Case Study 2: Bob's Red Mill



CHOCOLATE CHIP PROTEIN MUFFIN RECIPE

LIVE DATE: 01/24/2019

RECAP DATE: 02/24/2019

TOTAL PAGEVIEWS: 31,167

UNIQUE PAGEVIEWS: 30,406

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Page ?	Pageviews ? ↓	Unique Pageviews ?
	31,167 % of Total: 5.55% (561,521)	30,406 % of Total: 5.77% (527,413)
1. /chocolate-chip-protein-muffins-recipe/	30,203 (96.91%)	29,448 (96.85%)

Laura Fuentes

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Case Study 3: BarkThins

barkTHINS®

BLOG POST: LIFE WORK CHOCOLATE BALANCE

LIVE DATE: 5/22/2018

RECAP DATE: 7/06/2018

TOTAL PAGEVIEWS: 19,786

UNIQUE PAGEVIEWS: 19,748

[VIEW THE BLOG POST HERE](#)



Page ?	Pageviews ?	Unique Pageviews ?
	19,676 % of Total: 3.07% (640,977)	19,638 % of Total: 3.21% (611,399)
1. /life-work-chocolate-balance/	19,676(100.00%)	19,638(100.00%)

Laura Fuentes

@LauraSFuentes

Case Study 4: Quaker Oats

SAVORY OATS BOWL

LIVE DATE: 12/06/2018

RECAP DATE: 1/7/2019

TOTAL PAGEVIEWS: 18,916

UNIQUE PAGEVIEWS: 18,541

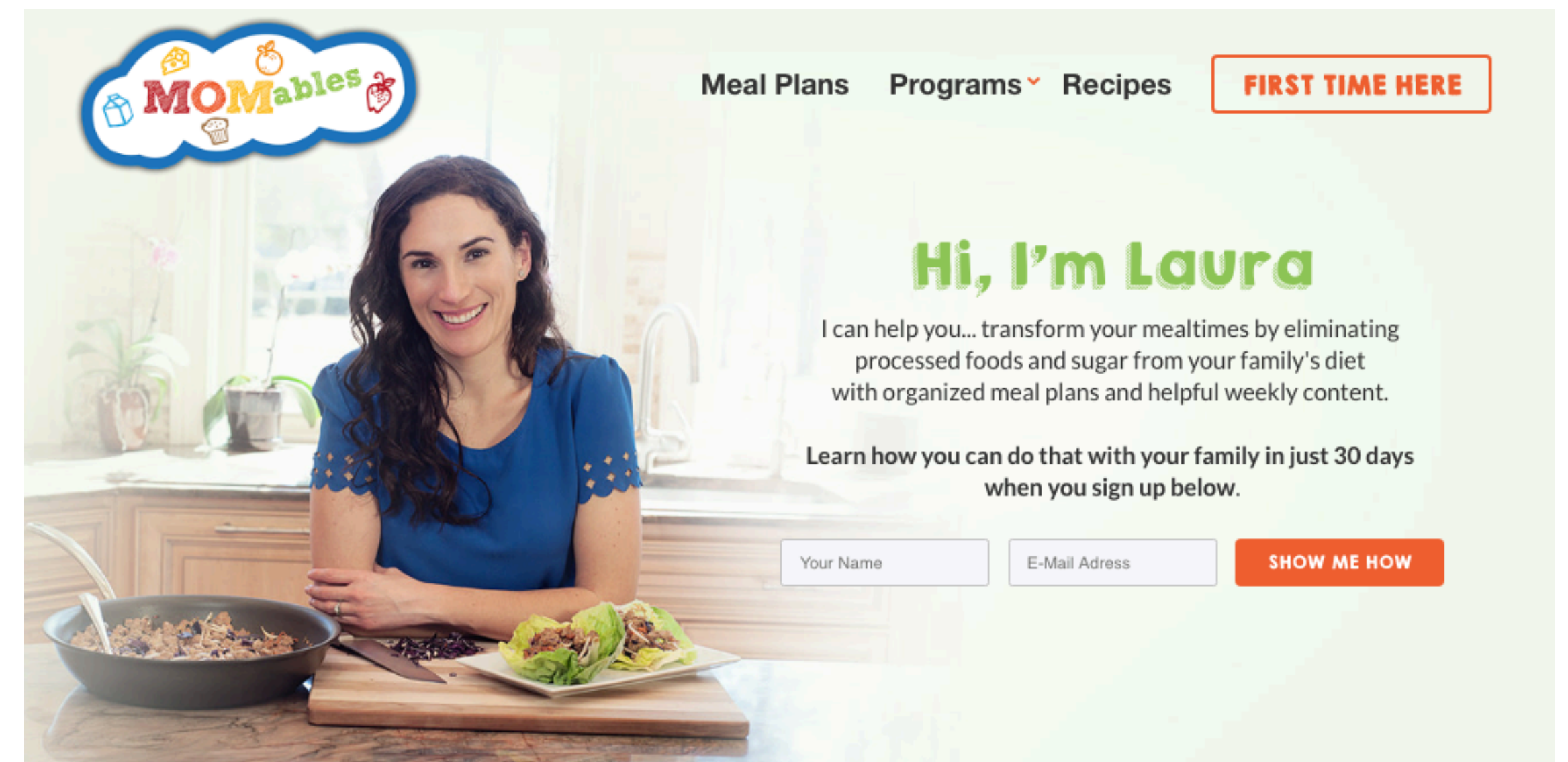
[VIEW THE BLOG POST HERE](#)

Page ?	Pageviews ? ↓	Unique Pageviews ?
	18,916 % of Total: 2.10% (898,995)	18,541 % of Total: 2.20% (843,336)
1. /roasted-veggies-savory-oats-bowl/	18,380 (97.17%)	18,011 (97.14%)



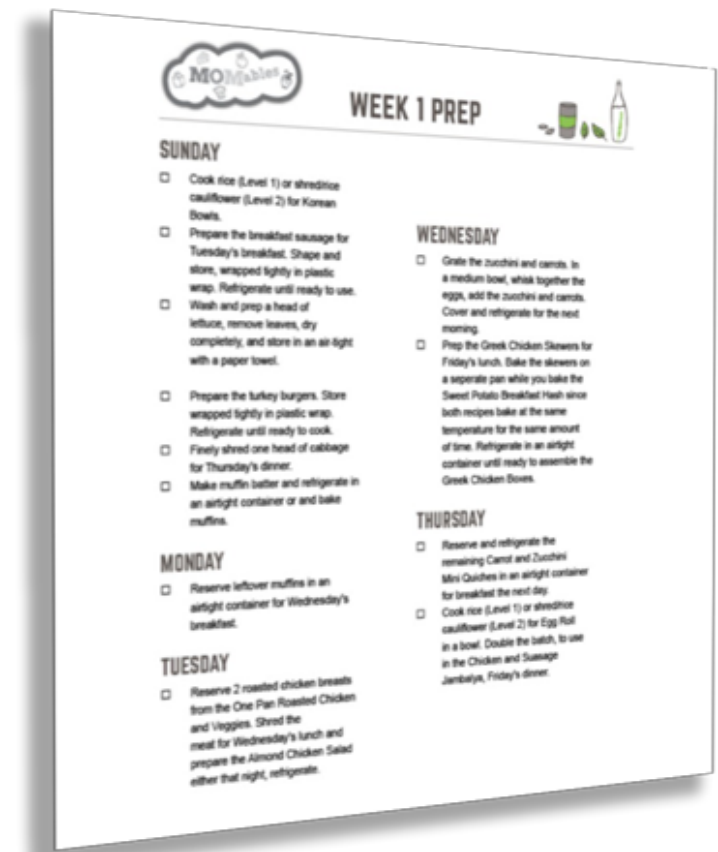
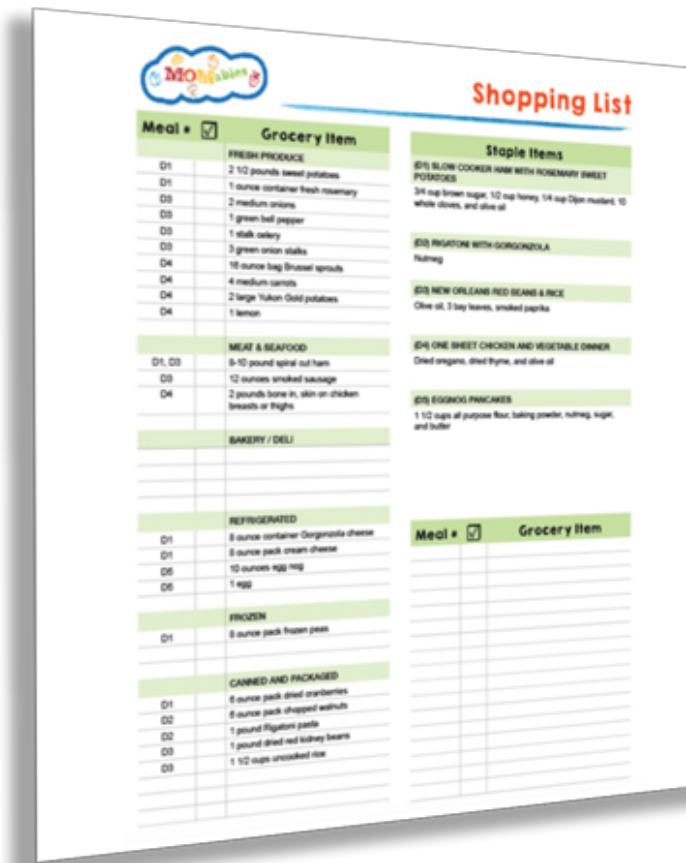
Lead Magnet: Why You NEED Them

- builds a KILLER list
- essential to attract the type of reader you want
- segments your list
- help you gather your tribe



Lead Magnet #1: Cheat Sheet

- short PDF
- 1-5 pages
- easy to skim
- quick "win"



Example: Meal Prep Cheat-Sheet
MOMables.com

Lead Magnet #1B: eBook



Meet
& THE MOM

As the creator and
MOMables, Laura
helping parents m
happen in their ho
sharing easy recip
tips. She believes
to eat a variety of
without holding p
to the kitchen.

READ MORE >

**5 SCHOOL LUNCHES
With Hard-Boiled Eggs**

I'll send you 5 simple recipes with eggs to make packing
school lunches for kids fast, delicious, and fresh!

First name

Email

DOWNLOAD RECIPES

We respect your privacy. Your information will not be shared with
any third party and you can unsubscribe at any time.

Website hosting for \$2.95/mo.
What will you build?

Start Today
bluehost

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Lead Magnet #2: Workbook

- mid-length PDF
- 5-10 pages
- actionable

Example: How to Plan the Ultimate 1 Year-old Birthday Party



Lead Magnet #3: A Guide

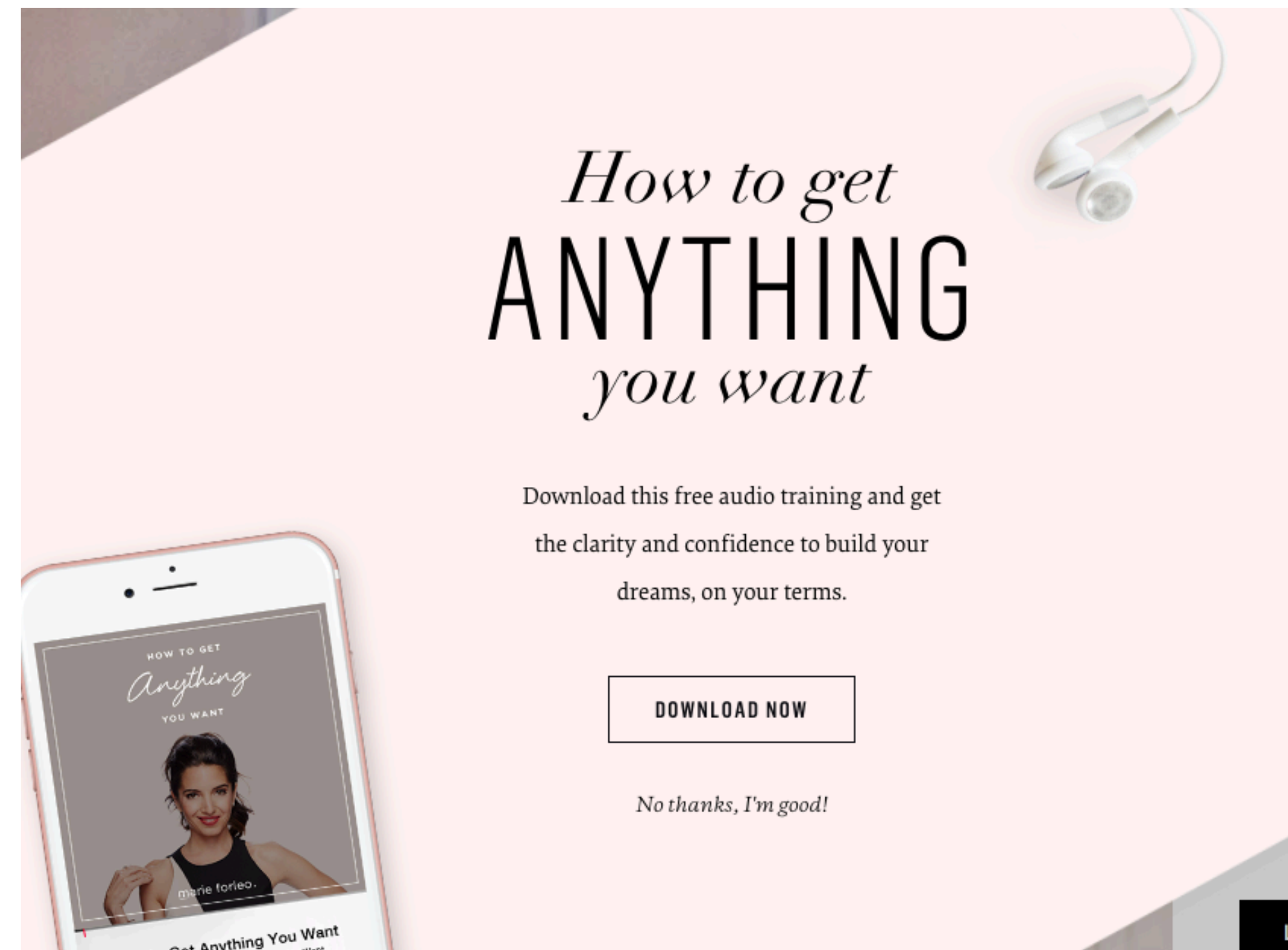
- teaches something
- informative
- actionable
- 15-30 pages

Example: Ultimate Guide to Feeding Your Family
LauraFuentes.com



Lead Magnet #4: Video/Audio Training

- demonstrate your expertise
- instant personal connection
- 15- 20 minutes

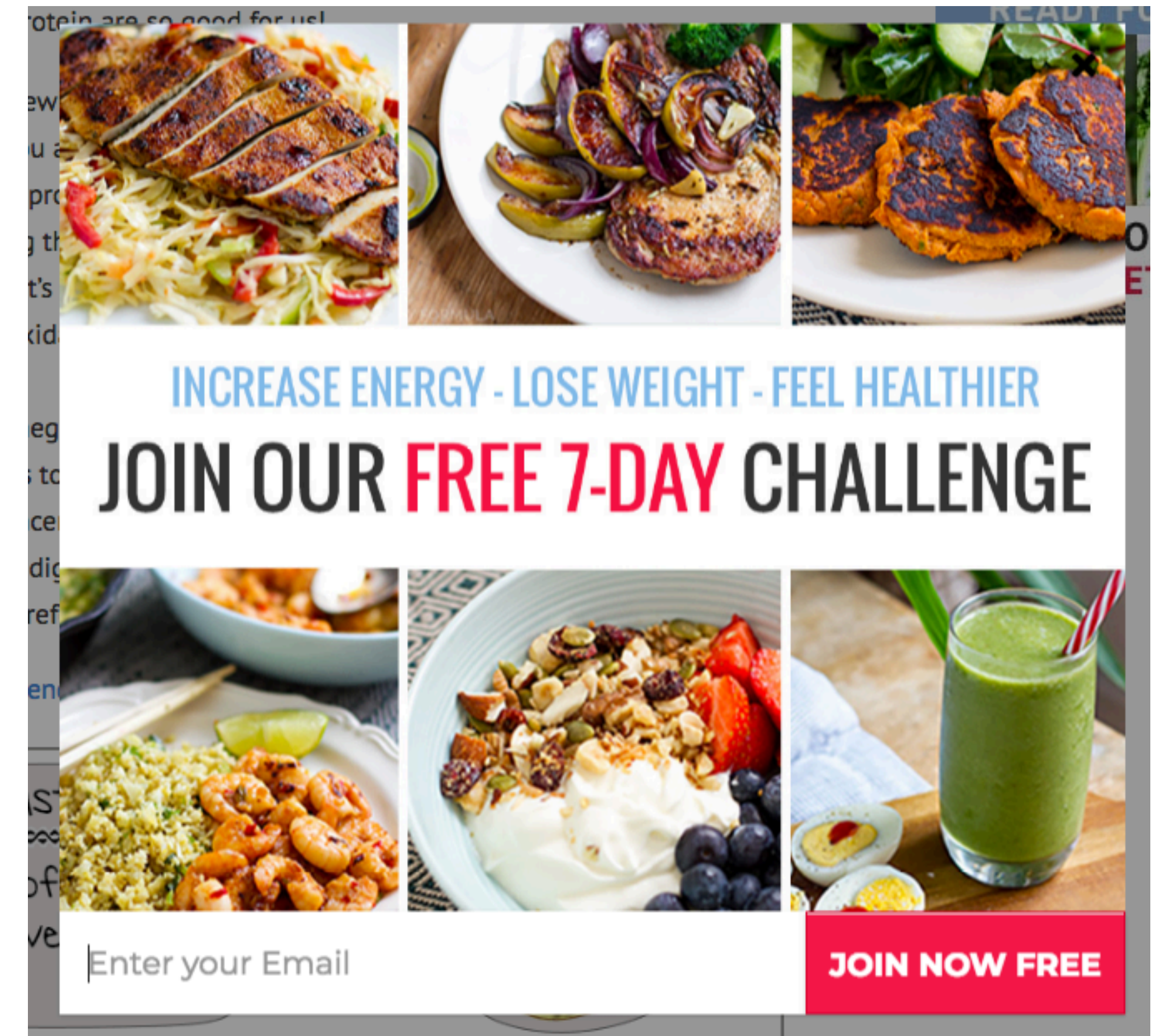


Example: Marie Forleo's "How to get ANYTHING you want"

Lead Magnet #5: A Challenge

- actionable
- existing content
- great for product sales
- HUGE lead generation

Example: 7-Day Weight Loss Challenge



Lead Magnet #5: A Challenge

GET THE MEAL PLAN + SHOPPING LIST

Fill out your email address to get your free printable PDF copy of the 7 Day Clean Eating Meal Plan and Shopping List!

SUBMIT

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7 DAY CLEAN EATING MEAL PLAN

MEAL
PREP

MONDAY

- BAKED EGG CUPS + A PIECE OF FRUIT
- CURRIED CHICKPEA SALAD
(OPTIONAL: ADD 3 OZ OF LEAN PROTEIN)
- KALE AND SWEET POTATO BROWN RICE BOWLS

TUESDAY

- YOGURT BREAKFAST BOWL
- LEFTOVER CURRIED CHICKPEA SALAD
(OPTIONAL: ADD 3 OZ OF LEAN PROTEIN)
- SPICY SHRIMP ZUCCHINI NOODLES

WEDNESDAY

- LEFTOVER BAKED EGG CUPS + A PIECE OF FRUIT
- LEFTOVER SPICY SHRIMP ZUCCHINI NOODLES
- SPAGHETTI SQUASH LASAGNA BOWLS

THURSDAY

- YOGURT BREAKFAST BOWL
- ALMOND BUTTER CHICKEN SALAD W/ LETTUCE WRAPS
- SLOW COOKER CHICKEN FAJITA SOUP

FRIDAY

- BROWNIE BATTER OVERNIGHT OATS
- LEFTOVER SLOW COOKER CHICKEN FAJITA SOUP
- SAUTEED MEDITERRANEAN LENTIL SALAD

SATURDAY

- PEANUT BUTTER BANANA CHIA OATMEAL
- LEFTOVER SAUTEED MEDITERRANEAN LENTIL SALAD
- PALEO CHICKEN TENDERS & ROASTED BROCCOLI

SUNDAY

- PEANUT BUTTER BANANA CHIA OATMEAL
- SALAD WITH LEFTOVER PALEO CHICKEN TENDERS
- DINNER OUT OR LEFTOVERS

SUNDAY BEFORE

- Make Baked Egg Cups and Curried Chickpea Salad.
- Cook a batch of quinoa or brown rice for Kale and Sweet Potato Brown Rice Bowls. You can also chop your sweet potatoes and kale.
- Make 3-4 hard boiled eggs for snacks throughout the week.
- Chop carrots, celery and cucumbers for snacks.

MONDAY

- Spiralize zucchini for Tuesday's dinner.

TUESDAY

- Roast squash for Wednesday's dinner.

WEDNESDAY

- Make shredded chicken and prep the Almond Butter Chicken Salad.
- Chop everything you need for the Slow Cooker Fajita Soup so you can toss it in the slow cooker on Thursday morning.

THURSDAY

- Prep Brownie Batter Overnight Oats.
- Cook lentils if you buy dry lentils.

FRIDAY

- Toss together ingredients for the coating for Paleo Chicken Tenders (optional)

SATURDAY

- Rest

SUNDAY

- Prep for next week!

SNACKS

- CHOPPED VEGGIES & HUMMUS
- YOGURT WITH FRUIT OR GRANOLA
- HARDBOILED EGGS
- ROASTED NUTS OR PIZZA TRAIL MIX
(check the recipe for extra ingredients you'll need)

eating
bird food

7 DAY CLEAN EATING SHOPPING LIST

PANTRY STAPLES

- Brown rice or quinoa (can buy frozen)
- 3 - 15 oz cans chickpeas
- ½ cup dry French lentils (or 1 ½ cups cooked lentils)
- Marinara sauce
- 32 ounce container low-sodium vegetable or chicken broth
- Old fashioned oats
- Vanilla protein powder (2 scoops)
- Mini chocolate chips (2 Tbsp optional)

NUTS & SUCH

- Almonds (2 Tbsp needed, buy extra for snacks)
- Walnuts (2 Tbsp)
- Cashews (optional, buy extra for snacks)
- Almond meal (½ cup)
- Unsweetened shredded coconut (½ cup)
- Chia seeds (1 Tbsp)
- Hemp seeds (1 cup)
- Almond butter
- Peanut butter
- Granola
- Raisins

ODDS & ENDS

- Fresh salsa (1 cup)
- Hummus (for snacks)

FRESH PRODUCE

- Baby greens (spinach, spring mix or arugula)
- 1 head of kale
- Lettuce for lettuce wraps (romaine or butter)
- 2 medium zucchini
- 1 lb sliced asparagus
- 2 crowns broccoli
- Celery
- Cucumber
- Avocado
- 1 container grape or cherry tomatoes
- Mushrooms (about 1 cup)
- 2 yellow onion
- 2 red onion
- 2 orange bell peppers
- 1 red bell pepper
- 1 yellow bell pepper
- 1 green bell pepper
- 1 Jalapeño pepper
- 2 sweet potatoes
- Carrots (for snacks)
- 1 spaghetti squash
- Fresh ginger (2 Tsp)
- 1 garlic bulb (need 11 cloves)
- Parsley
- Cilantro
- Basil
- 1 Lemon
- 2 Limes
- Grapes
- Bananas
- Fresh berries
- Apples (for snacks)

MEAT & DAIRY

- 1 lb shrimp, peeled and deveined
- 1½ lb boneless skinless chicken thighs (chicken breasts work too)
- 2 lbs boneless skinless chicken breast
- 1 Dozen eggs
- 1 small carton egg whites
- Ricotta cheese (vegan or regular)
- Feta cheese (need about 1 cup)
- Large tub Greek yogurt
- Unsweetened almond milk

CONDIMENTS & SPICES

- Olive or avocado oil
- Coconut oil
- Cooking spray
- Dijon mustard
- Maple syrup
- Low sodium tamari or soy sauce (2 Tbsp)
- Apple cider vinegar
- Balsamic vinegar
- Rice vinegar
- Curry powder
- Turmeric
- Garam masala
- Cayenne pepper
- Crushed red pepper
- Garlic powder
- Chili powder
- Cumin
- Paprika
- Cinnamon
- Vanilla Extract
- Cocoa powder
- Nutritional yeast (¼ cup)
- Sea salt
- Ground pepper

eating
bird food

Example 2: 7-Day Clean Eating Meal Plan
Eatingbirdfood.com

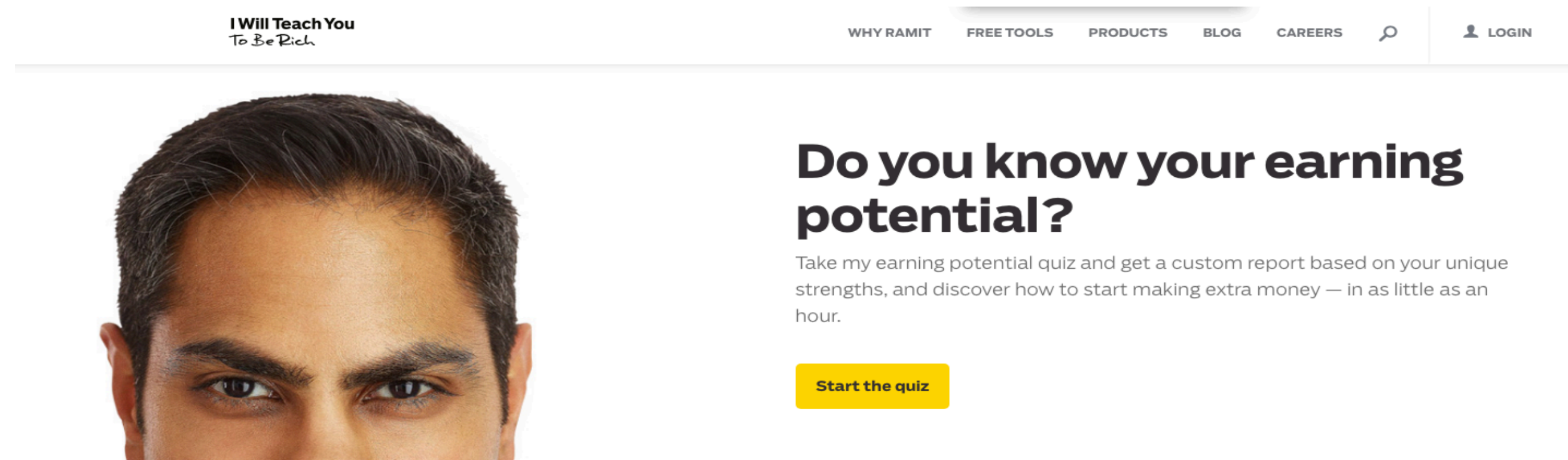
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Lead Magnet #6: A Quiz

- quick & fun
- high engagement
- auto-segments list

Example: What Type of Cook Are you?



Lead Magnet #7: A Free Mini-Course


- YOU = expert
- highly actionable
- ONE SKILL

Example:

CookSmarts: Nourish

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Nourish is a 6 week
online cooking course
taught by Jess Dang,
Chef & Founder of the acclaimed
meal plan service, Cook Smarts.

**SIGN UP BELOW FOR FREE ACCESS TO THE
FIRST 3 COOKING LESSONS WITH JESS!**

Name

Email

GET MY FREE LESSONS

Lead Magnet Placement

- homepage
- above the fold
- side bar
- mid-blog post
- footer
- hello-bar
- pop-up
- landing page

QUESTIONS?