

How to Create a

POWERFUL

Lead Magnet



WORKBOOK

Karla Silver

Hi!

I'm Karla Silver and I help serious network marketers, just like you, build and automate your business online so you can rank up, make more money and spend more time with the people you love most in the world.



Isn't that why we got started in the first place?

I do this through programs like Biz Academy for Women™, which is the #1 global, online membership for women growing their businesses across the direct sales and network marketing industry. Other programs include our elite Top Producer Mastermind coaching program.

For all the info on me, check out the last page of this PDF. You'll find all my info there.

You are in the right place!

Leading with value is the name of the game, right? What is easier than leading with a free gift that solves a problem for our perfect prospect?

I've literally generated 10s of thousands of leads using easy-to-put-together freebies!

Benefits:

- Builds your brand
- You look like a leader
- Build rapport
- Build trust
- Answers potential objections
- Creates sales



This workbook (along with the video training) is designed to help you IMPLEMENT and create a lead magnet that will pay you over and over again!

Here's to endless leads, my friend!

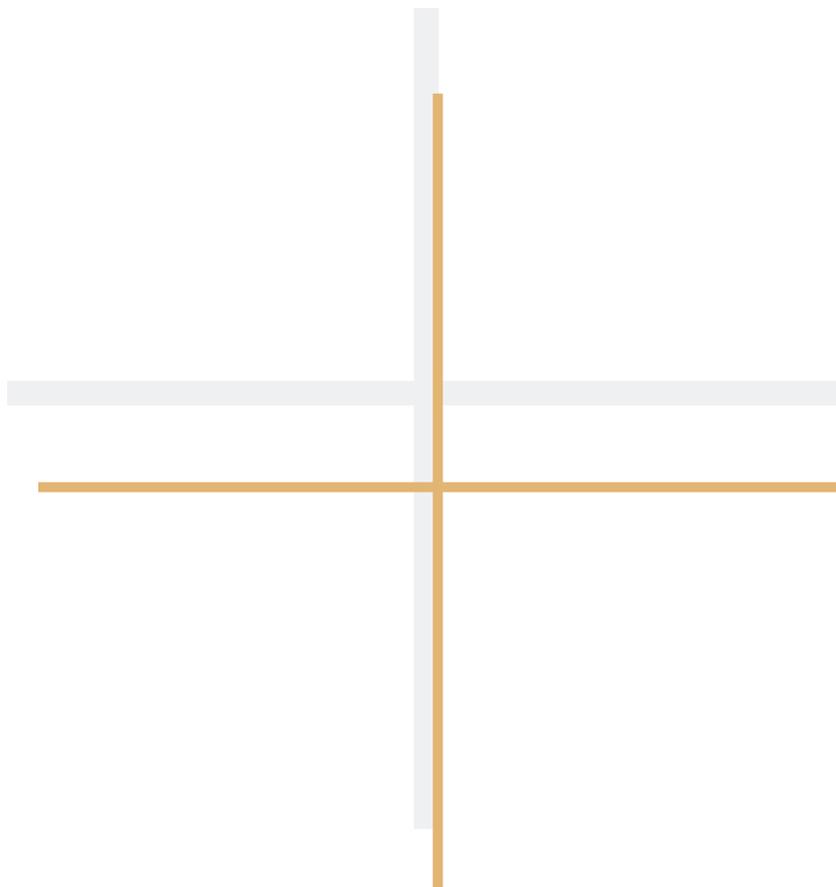
XOXOXO,

Karla Silver

Karla Silver



Types of Lead Magnets



Lead Magnet Must Haves

- Your lead magnet must be _____
- _____ minutes max to consume
- _____
- Not advanced, so simple that anyone can get a _____
- _____, _____, _____
- Take them from Point A - B - leave a gap that between what they learn in your lead magnet and your offer (your product or opportunity).

Types of Lead Magnets

1

2

3

4

5

Choosing Your Topic

Problem

Solution

Type of Lead Magnet

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Create Your Lead Magnet

INTRODUCTION

First paragraph is where you establish your credibility.

Hi, I am _____ (your name) and I help _____ (your perfect prospect) do this _____ (what you help people do).

Write your sentence/paragraph here:

Second paragraph is where you introduce yourself, briefly and your products/program. Write your sentence/paragraph here:

Third paragraph is a short sentence about what you or your business or product has helped people achieve. Write your sentence/paragraph here:

Fourth paragraph is a short sentence that highlights what happens without your product, service or company. Write your sentence/paragraph here:

Fifth paragraph is a short sentence that highlights the benefits of using your product. Write your sentence/paragraph here:

Intro Continued

EXAMPLE

Hi, my name is Karla Silver and I help serious network marketers build and automate their businesses online so they can rank up, make more money and spend more time with the people they love.

I do this through programs like the Top Producer Academy which teaches how to build a profitable lifestyle business. Other programs include the Top Producer Mastermind, the popular Clever Girl Playbook and my free Clever Marketers Facebook group.

The Spring Clean Your Business checklist has helped homebased entrepreneurs declutter and be more efficient in their businesses.

Without it, clutter, disorganization and the resulting stress can result in loss of income, increased stress and lack of action.

With it, entrepreneurs will learn how easy it is to get rid of the clutter, detox their business and bring a fresh enthusiasm to their businesses.

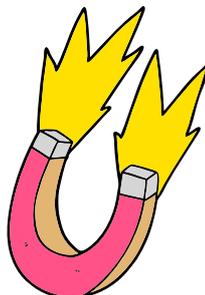
Call to Action

•Tell them that they are in possession of an amazing tool, confirm to them that they have made a great decision, then point out the gap.

•“It’s like having the keys to a gorgeous car but not knowing how to drive it.

•So if you’d like to _____ (move forward on your offer/to it’s fullest potential), I can show you how to _____.

•Tell them a little bit more about what they are going to get and tell them what to do next (Call to Action).



Continued

EXAMPLE

You are in possession of a tool that can help you not only spring clean your business, but help you stay focused and less stressed. But unless you understand how to implement these ideas and apply them to on an ongoing basis, you'll potentially slip back into a disorganized and stressed mess.

It's like having the keys to a gorgeous car, but not knowing how to drive it.

So if you would like to use these ideas to their fullest potential, I'd like to show you how through an in-depth advanced training on how I've doubled my productivity and my income using a simple system to stay organized and productive without all the stress.

I'm going to give you everything you need in this free training.



Your Next Step

You are in possession of a tool that can help you not only generate unlimited leads for your business, but help you close more customers and business builders. But unless you understand how to implement these ideas and apply them to on an ongoing basis, you'll potentially slip back into lead poverty.

It's like having the keys to a gorgeous car, but not knowing how to drive it.

So if you would like to use these ideas to their fullest potential, I'd like to share a valuable resource that I think you will love!

I'd like to invite you to join us inside **the #1 global, online membership for women growing their businesses across the direct sales and network marketing industry, Biz Academy for Women™.**

Normally membership is \$79/month, but with [this secret link](https://karlasilver.com/secretbawmonthly), you can join for 50% off... FOREVER. <https://karlasilver.com/secretbawmonthly>

See you inside the Biz Academy!

xoxo
Karla Silver

Here's Karla's official bio, written in the 3rd person – because that way, it doesn't sound conceited at all. 😊

- ♥ Karla has reached the top ranks of 6 network marketing companies, all without pitching her friends and family, going to meetings, parties, cold messaging people on social, or any of that hoo-ha.
- ♥ Owned her own network marketing company. (She hated that.)
- ♥ Been voted into the Top 50 Internet Marketers in the Direct Sales industry.
- ♥ ·Consultant: Karla builds marketing systems for network marketing companies.
- ♥ Karla is the creator of the #1 membership training platform, Biz Academy for Women
- ♥ Founder of the premiere coaching program for serious network marketers, Top Producer Mastermind
- ♥ Karla also holds some of the industry's most attended live streams, Top Producer Roadmap™.
- ♥ When she not working in her business, or taking care of her clients and students, Karla likes traveling, eating in great restaurants, and spending time with her ever-tolerant husband.



She speaks English fluently (her first language), and knows how to make reservations and order food in more than 5 other languages.

Karla lives in Palm Springs, California, and sometimes, in August, when it's 120 degrees... wonders why.