



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

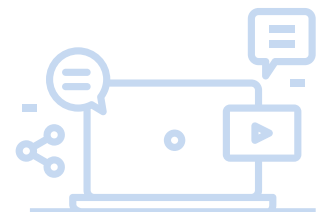
- Create www.reddit.com account
- Browse business related subreddits (See Guide) and locate gig postings
- Read subreddit rules before posting!

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%

