Create a Lead Magnet

First, make a free resource that will entice site visitors to give up their email address. What kind of resource you create depends on your organization, mission, and target market.

You know best what your site visitors would find useful. What are your site visitors, your potential customers, trying to do? What are their pain points? What problems do they need to solve? How can you help them?

SOME IDEAS

- A PDF guide
- An eBook
- An audio interview or presentation
- A graphic
- A layered graphic file (Adobe, Sketch, or Affinity)

Whatever you decide, your first step is to create your lead magnet resource and have that ready to upload to your WordPress website.

MAKE ONE RIGHT NOW!

One really easy idea would be to convert one of your best blog posts into a downloadable PDF. Make it look professional with a graphic at the top that includes your logo. You can do this yourself right away! There are all sorts of free tools and resources on the web for this.

USE THESE FREE ONLINE RESOURCES

- Canva (online graphic design app)
- Unsplash (stock photos
- Pexels (stock photos
- Streamline (icons)