

5 Magnets to Attract Clients

Chances are you know things that others would like to learn. If you get that information out of your head and onto your website, it will give you a great magnet to attract leads to your website and help give you power by positioning you as an expert in your niche.

What is a magnet? It is any valuable information or object you can provide to your prospects in exchange for their contact information. This will allow you to develop a relationship with them. Here are 5 ideas to get you started:



Magnet 1: Free Reports, White Papers and E-Books

A free report is an excellent and easy way to share what you know and show your expertise in the field. Identify a topic that you have experience of and which your audience will find interesting. Then write what you know. You can also create online polls and share your findings in the report. Once you've started writing and have your report ready, the next natural step is to write an e-book. It is not easy, but it is worth it. You may even want to think about having the e-book printed to give away at events.

Magnet 2: Product Demonstrations

If you're selling a product you can demo online, include a link to it on your website. A demonstration is very convincing because it lets people experience how your product works instead of reading about it.

Magnet 3: Product Samples

If a demo doesn't work for your product you can still provide your prospective clients with a sample of your product. For example, visitors to the Reading A-Z website gives sample lesson plans to teachers. This is a powerful magnet because language teachers are always looking for reading material for their students. Think about how you can break off a little taste of your product or service and offer it as a sample.

Magnet 4: Webinars

Webinars are an excellent way to establish leadership and attract new leads. Select a topic that people are interested in, then make a presentation full of useful tips and valuable information. In the beginning you can interview a customer or industry expert. Make sure that your presentation looks professional. You can post your webinar to slideshare or YouTube and to your website.

Magnet 5: Activate a Free Trial

Free trials are appealing to clients for many reasons. For one, a free trial is a way to get something done in a short period of time. Clients also like the opportunity to put your product and your service to the test before opening up their wallets.

During the free trial period, send out an automated follow-up sequence that will encourage usage and answer any questions your prospects may have. You can send out videos or emails loaded with "tips and tricks" to help your trial users use it successfully. The more successful they are during this period, the better the chance they will convert to a paid service.

Remember, with a magnet you are getting your prospective clients to "raise their hands" saying: "Yes, I am interested in knowing more about this topic." Your objective is only that. It is not to try and sell them anything else.

For more magnets to attract prospective clients, sign up at [Attraction Marketing](http://attractionmarketing.net.nz) for your free copy of "10 Magnets to attract clients" And "Biggest Mistakes Business Owners Make With Their Advertisements"

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