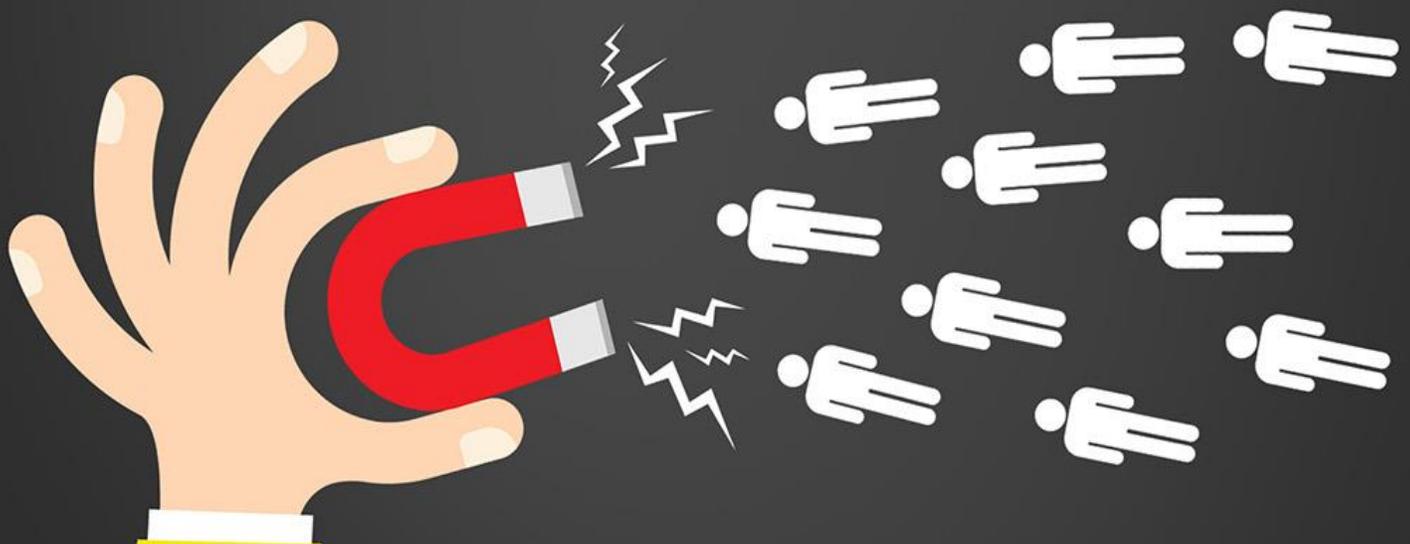


THE SMALL BUSINESS  
OWNER'S GUIDE TO  
**LEAD**  
GENERATION



*5 Best Lead Generation  
Offers to Attract High  
Quality Leads Online*

**T Y S O N   Z A H N E R**

# 5 Best Lead Generation Offers to Attract High Quality Leads Online

**NOTE:** This report is an edited transcript of a 19 minute video presentation where I take the viewer behind the scenes and reveal some of the best Lead Generation Offers that I and my students have used to attract high quality leads online.

If you'd prefer the video version of this content instead, you can watch the video here. (just make sure you do it right away because the page with the video version is expiring soon)



**NOTE:** If you choose to keep reading instead of watching the video version, please keep in mind that because this is an edited transcript of my video, it may come across as very conversational.

The grammar might be off a bit as well because the spoken word comes across differently in writing than it does when you're listening to it.

I've done my best to edit this transcript and make it more readable ... but if you really want the full effect, you should watch the video here.

Ready?

Let's go.

So as the title of this report suggests, I'm going to give you 5 of the very best lead generation offers I've found for myself and my thousands of students to help you generate high quality leads online.

**So if you are a small business owner or a sales professional, and either**

- a) You feel like you don't know how to get leads online or ...
- b) You feel like the leads that you are getting are not the highest quality, I think this information is really going to help you.

**Before we dive in, I should take just a brief moment to introduce myself.**



My name is Tyson Zahner. I am a trainer and a coach. I've taught this same information on stages across the country to small business owners and sales professionals just like you.

But, more importantly ... I'm also a small business owner.

I've been an entrepreneur since I was 17 years old, I've built multiple 7-figure businesses in a variety of industries so the stuff I'm teaching you ... I've done actually done it.

Plus, I have over 20,000 customers worldwide that I've helped to succeed in their businesses with this information as well.

And with all of that experience, I have discovered that there is..

# ONE Simple Secret to generate high quality leads

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And that secret is this:

You have to offer something that leads your prospect toward the sale while simultaneously prequalifying them for the next step.

You'll have a better understand of what that means as I go through the five offers, but here are two simple questions you should ask yourself to make sure you're following this rule when you come up with an idea for a lead magnet:

(By the way, a lead magnet is a low commitment offer made as an ethical bribe in exchange for getting a total stranger to take the first step toward doing business with you)



**Question #1** - *"Does a prospect's interest in THIS lead magnet, indicate a high probability of interest in my next offer?"*

**Question #2** - *"Does my lead magnet pass the 'but no one else would' test?"*

If you don't know what the 'but no one else would' test is. It just means that the ONLY people who would want your lead magnet are your perfect prospects, but no one else would.

In order for all of this to make sense, let's just dive into ...

# The 5 Best Offers for **Lead Generation**

... and I think this will make even more sense to you as we go through.

By the way, the word “Best” may be a bit too subjective, but these are certainly my five FAVORITE lead magnets that I use personally, and more importantly ...

They are the 5 lead magnet offers that I’ve seen produce the best results (in both my own business and in my thousands of students’ businesses as well).

The first offer is what I call ...

## 1. A Splinter Item

A splinter item is basically where you take your main thing and you shave off kind of a small sliver of that thing to give away for free (or at a deep discount).

That splinter item then becomes a carrot (metaphorically) that you can dangle in front of your perfect prospects just to get their foot in the door.

For example ...

- ✔ A splinter item could be a trial period of your product or service.
- ✔ If you’re selling a home study course, you could give away one short video from that course.
- ✔ If you’re a piano teacher, you could give away their very first lesson for free.
- ✔ Maybe you’re a coach or a consultant and you give away a short consultation.
- ✔ You’ve probably seen authors do this where they give away the first chapter of their book.
- ✔ In fact, this content, this training that you’re reading right now is a splinter item.

This content you’re reading now came directly from a home study course on how to attract 100 Leads online in the next 30 days with virtually no tech setup required whatsoever.

(no website, no email autoresponder ... if you have a free Facebook account you can do it).

All I've done is splinter off one of the many videos from that home study course and gave it away for free.

The proof that it works is that you opted in for it and you're reading it now.

And here's the real reason why splinter items are one of my absolute favorite types of lead magnets ...

I know it's going to attract the right kind of person for my main product because you wouldn't be here reading this, you wouldn't be consuming this, if you weren't interested in getting leads for your business.

Since that's exactly what my main home study course helps you to achieve, it means that anyone who opts in for this "splinter offer" is also going to be the right type of person who might be interested in my main offer.

By the way, if you'd like to attend a free bonus web class with an additional 60-90 minutes of how-to training (extracted straight from my course) where you'll ...



**Discover the exact 3-step process you can start using immediately to Attract 100 High Quality Leads Online in the Next 30 Days**

**You can** [register for that free bonus class here](#).

Moving on to my Second favorite type of lead magnet ...

It's what I call:

## 2. Related Items and Precursors

So what do I mean by this?

I mean you take whatever your main thing is, and you say,

"All right, maybe I can't shave off a small sliver of it, but could I maybe give away a related item? Or what precursor product/service might someone buy right before they would be in the market for my main product?"

So I'll give you an example. I was a wedding photographer for many, many years, and had a very successful wedding photography studio.

Obviously, I couldn't just shave off a sliver of my wedding studio business and say, *"Hey, we'll shoot a part of your wedding for free."*

That wouldn't make any sense.

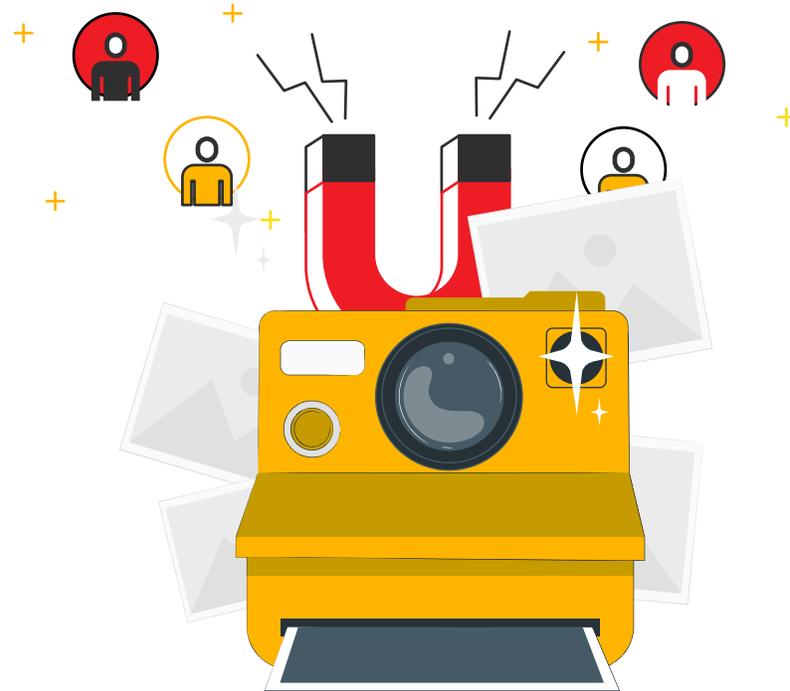
So I asked myself, *"What precursor product or service might a bride-to-be want or need before she needs her wedding photography?"*

The obvious answer that came to mind was engagement photos.

So I offered a free engagement shoot to these brides-to-be, and that free engagement session simply got their foot in the door so they could get to know me and build some trust and rapport before I ask for a big commitment like a \$5000 wedding package.

Now you might be wondering, *"how did you make any money off of that if you were giving away the engagement session for free?"*

And in that case I gave away my time by shooting the session for free, but I still made money by selling prints after the photo shoot, and then I offered my wedding photography services once they were finally in the door and comfortable with me (to which many of them upgraded and spent thousands of dollars on a wedding package).



The free 30-minute photo shoot was just a low commitment first step to get their foot in the door so I could lead them down the path of buying more stuff.

And then the REAL reason it was such a great lead magnet was because it met the criteria of “but no one else would”

Think about it ... Who are the only people most likely to sign up for a free engagement session?

That's right! Upcoming brides who haven't had engagement pictures done which means they also probably haven't yet hired a wedding photographer either.

Which means, this kind of offer qualifies them as the exact right person who would need my wedding photography services.

Here are a few more examples of this ...

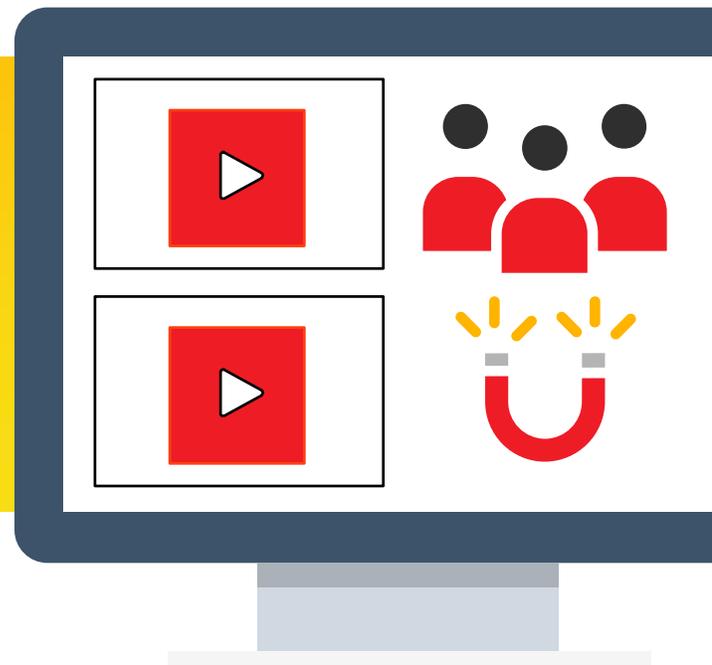
Let's say that you did high-end landscaping. You could offer some sort of discounted leaf pickup or lawn mowing.

or let's say you're a dentist and your real money is in teeth whitening services or Invisalign, etc. You might offer a free teeth cleaning to the first 10 people who respond to you're ad just to get their foot in the door.

That would be a related item that you could give away that would pre-qualify the people for your main thing that you want to sell them.

**And by the way, I go into way more detail on how to target these people, what kind of messages to run and more in my free bonus web class.**

[If you have not yet registered for my free webinar, you can do that here](#)



### 3. Contests and Giveaways

A quick word of warning about this one ...

You have to be careful with contests and giveaways to ensure you don't violate that number one rule I gave you earlier. Otherwise, you'll end up with junk leads.

That rule again, in case you forgot was this:



**#1 Rule:** Offer something that leads the prospect toward the sale while simultaneously prequalifying them for the next step.

I'll use my photography business again as a real world example to illustrate what I mean.

If I ran a contest where I gave away a generic prize like a cash giveaway or an iPad, that would not prequalify the contestants (aka - the leads) for the next step.

The way I came to that conclusion was by first asking myself question #2 (which I shared with you earlier) before launching the contest.



**Question #2:** "Does this lead magnet pass the 'but no one else would' test?"

Obviously, a cash giveaway does NOT pass the "but-no-one-else-would" test.

There are lots of people outside of the fine art portraiture market who would register for a cash giveaway, and I don't want just anybody and everybody. I only want the most qualified people.

So instead, I offered a portrait package giveaway (valued at \$1,000) to one lucky winner.

This produced high quality leads because the majority of people who would opt-in to win a portrait package are, by-and-large, the very same people who value portrait photography (which is what I eventually want to sell to them).

So here's how we ran that contest:

People gave us their name, their email address and their phone number to enter the contest, and when the contest was over we announced the winner of the grand prize, \$1,000 portrait package BUT ....

But, we also capitalized on those hundreds of other leads who opted in but didn't win.

**So here's a BIG tip for you:** If you're gonna do contests and giveaways, you have to have a plan for how you're going to monetize all the people who opted in but didn't win the grand prize.

Here's how I did that ... I sent out an email to all of the leads, after the contest ended, saying:

Subject Line: *"You're a winner!"*

And when they opened the email, it explained ...

*"While you didn't win our grand prize for the \$1,000 portrait package, you have been selected for a free 16x20. All you have to do to claim it is book a photo shoot with our studio before X date"*

And what happened?

Many of those leads booked a photo shoot with us. They came in, they got their free 16x20, but most people didn't stop at their one free picture ... many of them bought a lot more.

So just remember, the goal of your lead magnet is just to get a stranger's foot in the door, taking the first step toward doing business with you.

So don't ask for too much too soon.

**Again, I go into much more specific detail on the "how-to's" of implementing all of this ... such as who to target, what messaging to use and more in my free webclass.**

[Register here while the free web class is still available for viewing](#)



## 4. Facebook Challenges

I've had a lot of students who've had great success with Facebook challenges as their lead magnet.

Here's the basic idea.

Just ask yourself, *"What is a result or an outcome that my perfect prospect would like to achieve?"*

And then offer to help them achieve that goal -- or at least a small portion of that goal -- in a 5-day challenge that you hold in a private Facebook group (or it could be a 4-day or 6-day or 7-day challenge ... it doesn't really matter).

It's about helping your audience achieve a small, but tangible result quickly so they start to trust you which makes them more likely to do even more business with you after the challenge ends)

So if you were a coach or a consultant, for example ... or really if you can help somebody get any kind of a result, Facebook challenges are awesome for this.

For example, in my business, I offer (from time to time) a 5-day lead generation challenge where I'll say something like:

*"Hey, listen, over the next five days, we're going to help you generate leads for your business. We'll deliver the content instead of a private Facebook group. You can ask questions in there and interact with the members, etc." ...*

and this is a great way to get new people to see what I'm all about.

As far as what to charge, you could give it away for free if you're just interested in generating the highest number of prospects possible or ...

You can charge a nominal fee (typically \$99 or less) if you want to generate buyer leads instead which will result in fewer people taking the challenge, but more high quality prospects to which you can sell your other products, services and offers.



I've got a great case study of this strategy.

A customer/student of mine named Rae Permann is in the health and wellness niche and she offers a 6-day detox challenge.

She requires them to buy a low-cost starter pack of some health supplements that she promotes and then she gets them in a Facebook group for the challenge.

In the Facebook challenge, she gives them recipes. She gives them workouts. She interacts with them live. She gets to understand her audience better (which of course allows her to more easily sell them additional products and services down the road)

Just from this one strategy, Rae generated 397 leads in 30 days and she increased her income over \$20,000 in a single year.

**If you'd like to see Rae's exact ad and sales funnel, you can [register for my free web class here](#)**

## 5. Information

There are a lot of businesses that can definitely benefit from giving away information.

It could be a free video that someone downloads or a webinar they attend, a PDF they opt-in for, an ebook, etc.

All you really need to do is provide some short, but simple advice that is genuinely helpful and valuable.

It could be a written report like this, a short video, a downloadable PDF resource guide or a cheat sheet of some sort, etc. but ultimately...

The goal is to help them answer a question, solve a problem or achieve some desired outcome.

As long as the information is highly beneficial to your target audience and genuinely helpful, it should work.

**WARNING:** Do NOT give away information about your product or service (that's not a good lead magnet because good lead magnets are about your prospect not about you and your product)

Instead, give away information that focuses on a desired outcome for your prospect.



**If you're not sure how to do that, let me give you two of my favorite headline formulas to just get you thinking about outcome-based lead magnets, and then you can [attend my free web class for even more ideas.](#)**

(By the way, these two headline formulas can be used as the title of your lead magnet, the headline of your ad, the title of a YouTube video and even the subject line of an email)

My first favorite headline is: *"X ways to Achieve Y"*

In fact, that very headline is the reason you gave me your contact information and downloaded this very report.

You're here because my ad said, *"Read this if you want to know five offers to attract high quality leads online"*

That's why you showed up.

That's why this offer grabbed your attention.

My second favorite headline is *"How to yay without boo"*

In other words, "How to get a great result" (what is the result your prospect wants to achieve?)

Without doing all the stuff that sucks.

For example, *"How to fit back into your jeans again without giving up your favorite foods"*

Or, *"How to get a flat stomach without living at the gym or even doing a single sit-up"*

Those two headline formulas should be a great place to start, but I do have several other headline formulas I can share with you and a ton of other content and messaging ideas that you can start using immediately to attract your perfect customer and I cover all of that bonus material in my free web class.

If you haven't yet attended that free webinar, you can [register here while it's still available](#).

When you attend that free webclass, you'll ...

**Discover a Simple 3-Step Formula You Can Use to Attract High Quality Leads Online With Zero Prospecting, Zero 1-on-1 Presentations and Virtually No Tech Setup Required**

I'll reveal:

- ✔ **How To Pull in Leads Online** Even if No one's ever heard of you
- ✔ **The 3 Best Groups of People to Target** (and exactly what to say to attract them to you).
- ✔ **How To Eliminate Prospecting:** If you think striking up conversations with strangers is required for building your business ... think again. I'll show you how to get strangers chasing you!
- ✔ **Say goodbye to Dead Beat Leads and Cold Calling!** I'll show you how to qualify your leads BEFORE you ever waste another precious minute of your time talking to them one-on-one.
- ✔ **The "Dr. Oz & Oprah Secret" to Selling with Less Resistance** (and Making People Love You Simultaneously)
- ✔ And Much More!

This webinar is only available for a limited time so [register here while you still can.](#)

It's 100% free and I guarantee it will benefit your business with real world strategies you can implement immediately.

[Click Here to Register for the Free Web Class Now if you haven't already](#)

Thanks for reading.

Talk soon,

