



LESSON ONE WORKSHEET

EMAIL LIST GROWTH BLUEPRINT

Audience research and the lead magnet.





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Lesson summary

In this lesson, you learned that a lead magnet is a freebie or incentive you give people in exchange for joining your email list.

To create an effective lead magnet, you need to understand the problems and questions your audience has about your industry, product or service. Your lead magnet should help resolve one or more of these problems or questions.

Audience research is the best way to begin understanding their challenges, problems and questions. We recommend using surveys, social listening and customer conversations to conduct your research.

Here's a brief explanation of each:

- 1. Survey your audience.**

Email or give a survey to your current email subscribers or anyone who is within your target market. (This could include friends, family or colleagues.)



2. **Listen on social channels.**

Social listening is conducting online research around a specific topic on social media and forums. You can use sites such as **Facebook**, **Twitter**, **LinkedIn** or **Quora** to find the questions or problems your audience is talking about on social.

3. **Talk to your best customers.**

Find 10 of your best customers and ask them what problems or questions they have about your industry or product. You can do this via email, a phone call, in person or wherever.



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Here's your homework

Estimated time to complete: 30 minutes

To apply what you learned and prepare for lesson two, complete this lesson's assignment. Here it is:

1. Choose two of the research methods described during your video lesson.
2. Begin researching your audience using your chosen methods.
3. Use your research to choose a topic for your lead magnet.

To help you finish this assignment, complete the worksheet below.

What two research methods will you use to learn more about your target audience?

1. _____
2. _____



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Using findings from your research, list five common questions or problems your audience has. (If you don't have five yet, you should continue doing research until you do.)

1. _____
2. _____
3. _____
4. _____
5. _____

Of these five problems/questions, which was the most common?

List your answer below.

Do you have the expertise and/or knowledge to answer/resolve the problem or question you listed above? If not, choose another problem/question from your list of five.



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Once you've chosen your problem or question, you can turn this into the topic of your lead magnet by considering an educational topic that'll resolve this problem or answer this question.

For example, let's say the question is, "How do I get started with yoga?" Then, your lead magnet topic could be "How to Learn Yoga in Five Simple Steps."

Write out your chosen topic below. You'll use this topic later on when you begin creating content for your lead magnet.

Take action!

Before you start growing your email list, you need an email marketing platform. If you don't have one already, **[try AWeber free for 30 days here.](#)**

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