

# Test Playbook

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🕒 Why Run It: To generate leads

👤 Who It's For: Businesses that need to fill their funnel with new prospects

🕒 Implementation time: 15-20min

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## Play Snapshot

A Lead Magnet is a play that allows you to exchange something valuable that you create for the contact details of a potential lead. Fundamentally, it is important to remember that the more valuable the asset you create, the more powerful your lead magnet will be, and the more leads you will attract. You are not restricted to having one lead magnet either -- most successful businesses have a variety of lead magnets that allow them to capture different types of prospects who are looking for different solutions they provide.

Ask yourself, ***"What is the most valuable thing that I can give away to a potential customer?"*** This should be something that someone would be willing to pay for. Once you have an asset to give away, you can build a delivery mechanism to capture their contact information using a landing page and deliver the asset using an automated email. Now that you have the contact's information, the door is open to educate and nurture the prospect towards a future purchase.

A lead magnet can be anything of value that you create. Some of the best examples are:

1. E-Books that educate and induce action
2. Training videos that help educate the viewer
3. Templates that your audience can use
4. Discount coupons
5. And so much more...

Follow the Quick Start Guide below to get your play running. You'll be gathering new leads in no time.

[Quick Start Guide](#) 📄

[In-Depth Action Plan](#) 📄

[Automations Bank](#) 📄

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Measuring Success + What's Next 

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Our experts can build this play for you! 

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