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# SERVE YOUR AUDIENCE: THE #1 WAY TO GROW A ROCK-SOLID PLATFORM

2021 Colorado Christian Writers Conference  
Directed by Marlene Bagnull

## Session 3:

# Newsletters Are Good; Lead Magnets Are Better

*What a Lead Magnet IS, What to Include, and Why You Want to Offer Them*

Presenter:



**PATRICIA DURGIN**  
*Christian Communicators Becoming Change Catalysts*

- \*Your First Publicist
- \*Brand & Platform Builder
- \*AWSA Certified Christian Writer & Speaker Coach
- \*Host: Today's Breakthrough Podcast (Spring 2022)
- \*Kingdom Marketers (Free Monthly Marketing Training)

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***Visit my Facebook page to Join My Facebook Group!***

<https://www.facebook.com/MarketersOnAMission>



## **Marketers On A Mission**

Marketers On A Mission, the FB Live program by and for Christian writers and speakers, helping you r

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Look for  
this post



## Marketers On A Mission

Published by Patricia A Durgin · 1m ·



Are you attending [Marlene Bagnull](#)'s virtual conference, the Colorado Christian Writers Conference?

You're invited to join my free, private Facebook group for Christian writers and speakers, [Marketers On A Mission ENGAGE](#).

Our focus is helping you share the Gospel beyond your inner circle, so it reaches those in your audience who do not yet know you, but are hungry for your message.

Marketing Jesus' way is the key. He always puts people first and products second.

Our membership is overwhelmingly women ages 39 and up. That's proven to be God's design for us, and we've accepted it.

If you're just dipping your toes into the Christian writing / speaking field, the content will be beyond your reach. And if you're already fully established with your website, social media, and so on working seamlessly, you won't find us helpful.

If you're somewhere in between, you're welcome to apply. 😊

NOTE: When you request membership, FB will show you three simple questions. Those must be answered before you join.

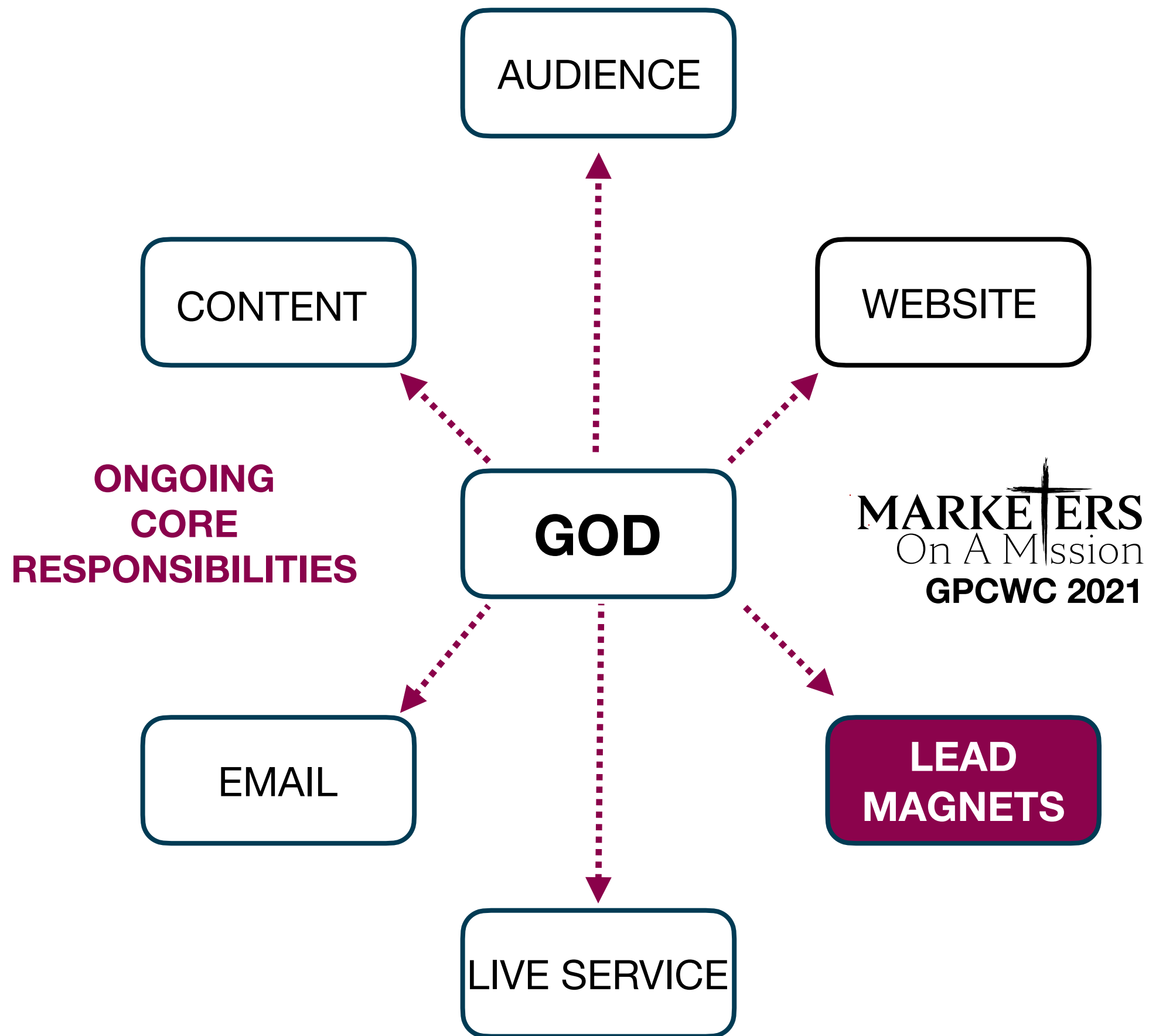
**Write HIS  
Answer**



*on a billboard large and clear . . .*

HABAKKUK 2:2 TLB







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**God Guided Us Out of the Darkness First,  
Then He Invited Us to Show Others the Way Out, Into His Light**  
*Sharing Our Message for FREE Helps Our Audience Find Us in the Marketplace*



**MARKETERS**  
On A Mission  
**GPCWC 2021**

# ★ To Grow, We Must Reach Beyond Our Family and Friends ★

*Serving for FREE helps us reach people to whom we're a stranger.*





# What Are “Lead Magnets,” and How Do They Help You Reach Your Goals?

*Lead Magnets aren't about what you want to tell your audience.  
It's about what your audience wants to know.*



**Lead Magnets are not ebooks!** They should be a quick 5 minute read that helps your audience *move one step closer to their goal.*

They're 3-10 pages long, including content, photos, and “white space” a design term for empty (unfilled) space, in a PDF format.

**Share ONE solution to ONE problem or ONE answer to ONE question.**

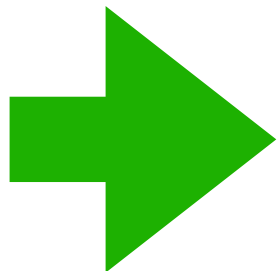
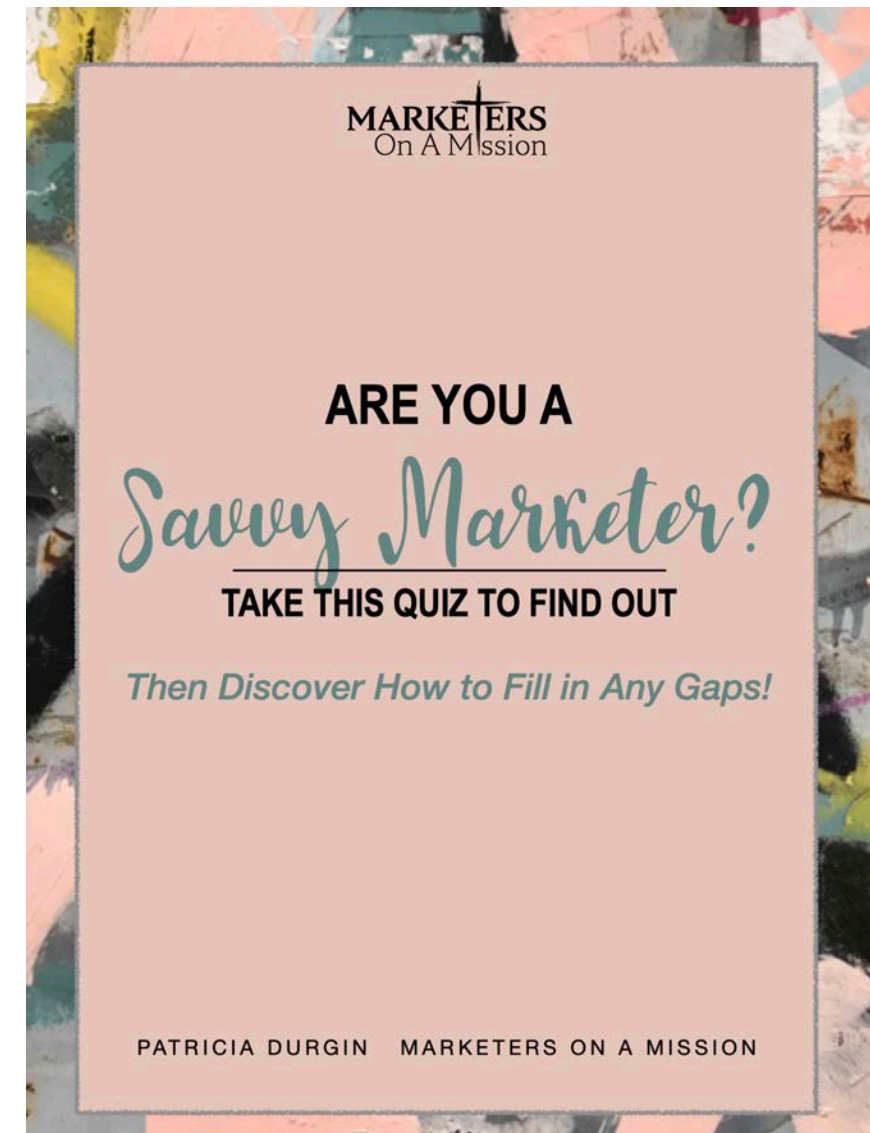
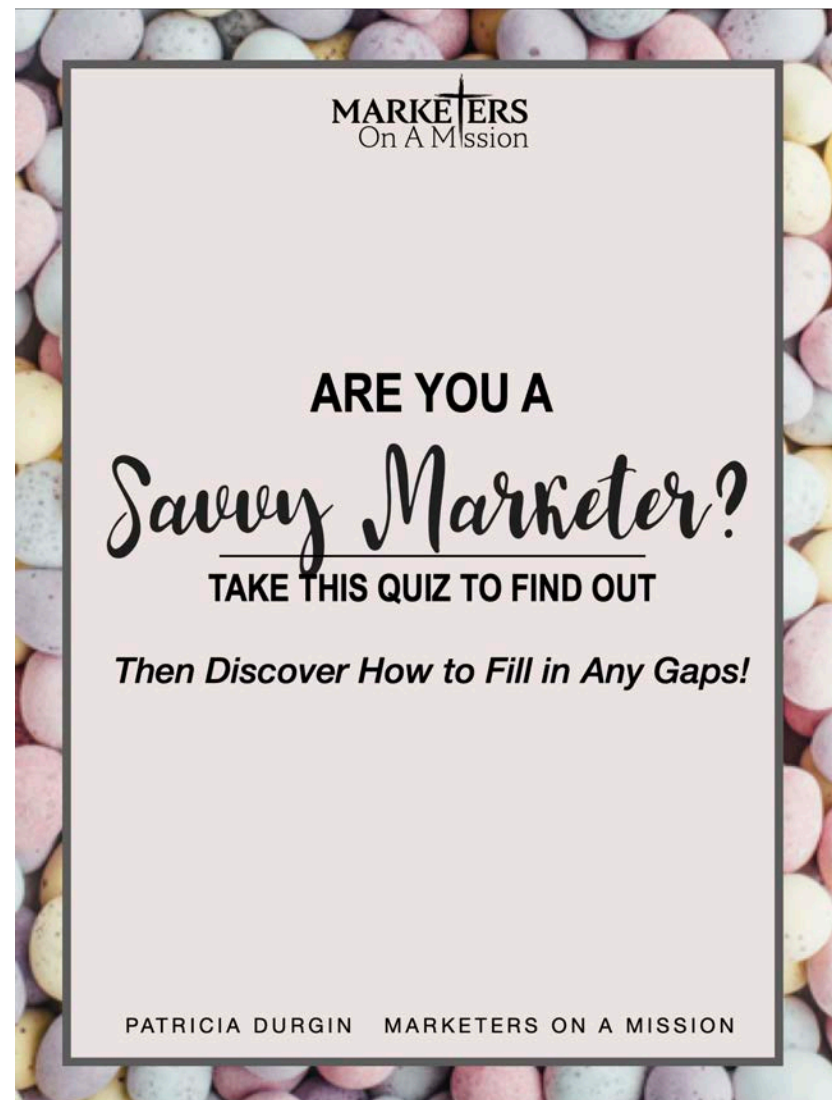
*Don't take them on a 1,000 mile “road to discovery.”*

Select a question they consistently ask and answer it! Simple!

Add a GREAT title and cover graphic, your contact info on each page, photos, and lots of white space.

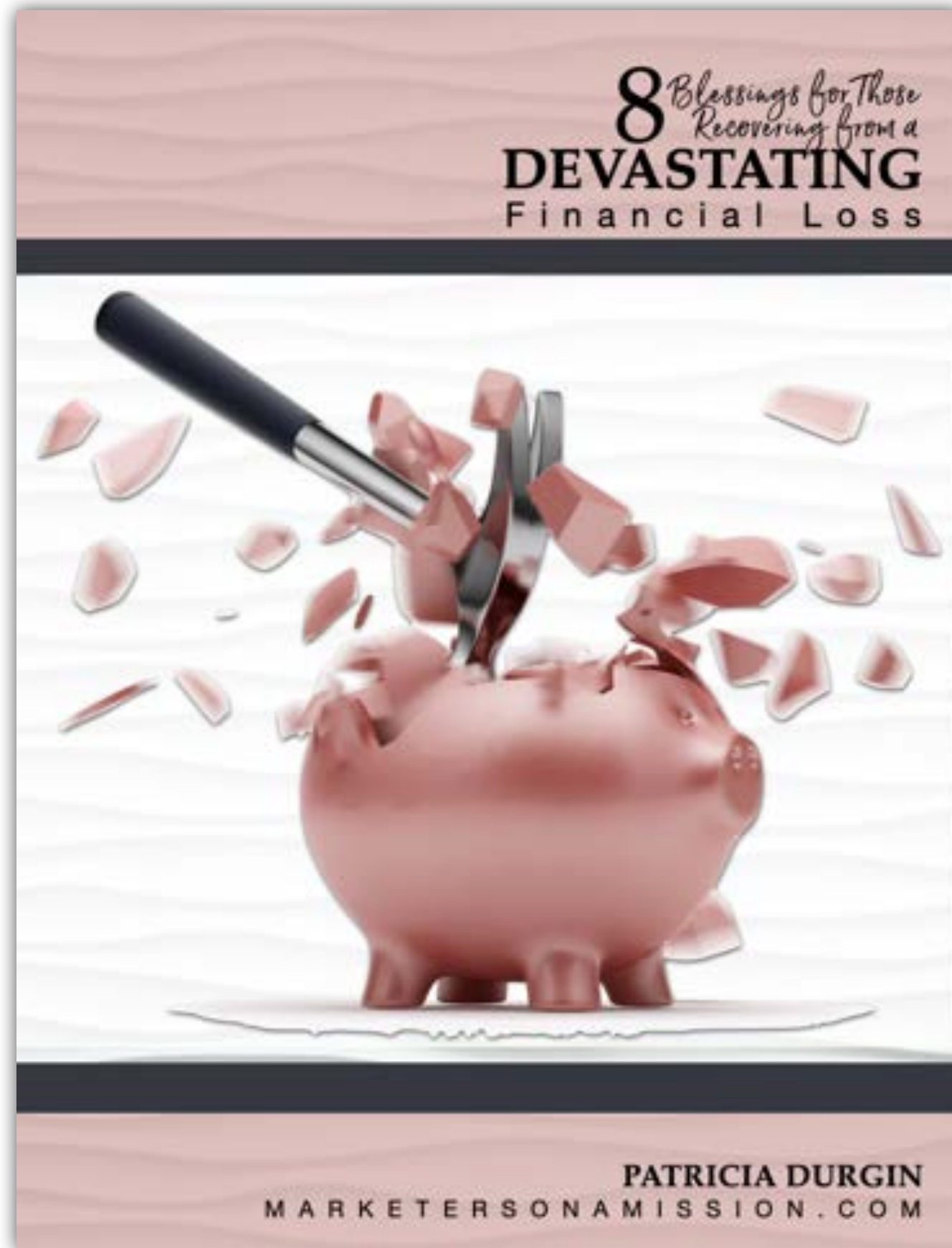
**BOOM! You have a Lead Magnet!**

## See How the Cover Design Changes the Entire “Look”?



I don't care for any of these cover designs but that's what I was able to do at that time. We learn as we do. :)





## WHAT DOES THIS TITLE TELL YOU ABOUT THIS LM?

- Q#1: Who's the audience?  
Q#2: What's its purpose?  
Q#3: What's its promise?

# *Is FB Live Right for You?*

10 Questions to Find Out!



PATRICIA DURGIN • MARKETERS ON A MISSION

## **WHAT DOES THIS TITLE TELL YOU ABOUT THIS LM?**

Q#1: Who's the audience?

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Q#3: What's its promise?

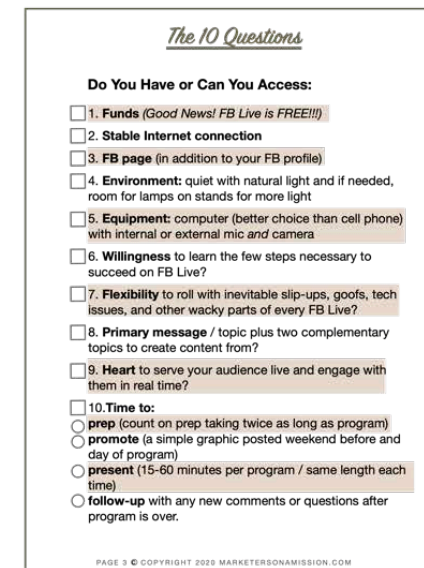
# Every Page from One of My (Checklist) Lead Magnets



Front Cover

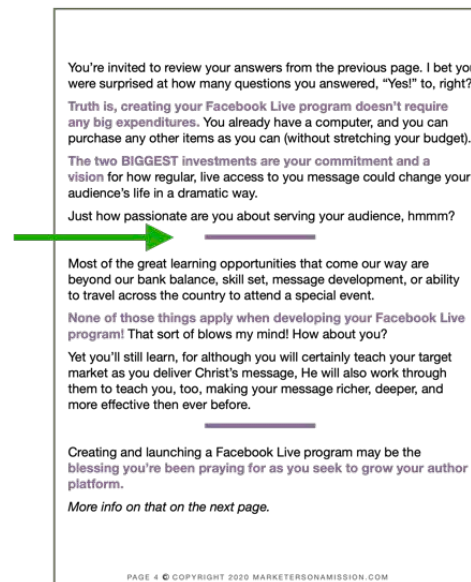


Page One



Page Two

Visual page breaks (see **GREEN** arrows) let your reader catch their breath.  
Last page should include clickable link (**BLUE** arrow) to next step (if prepared).

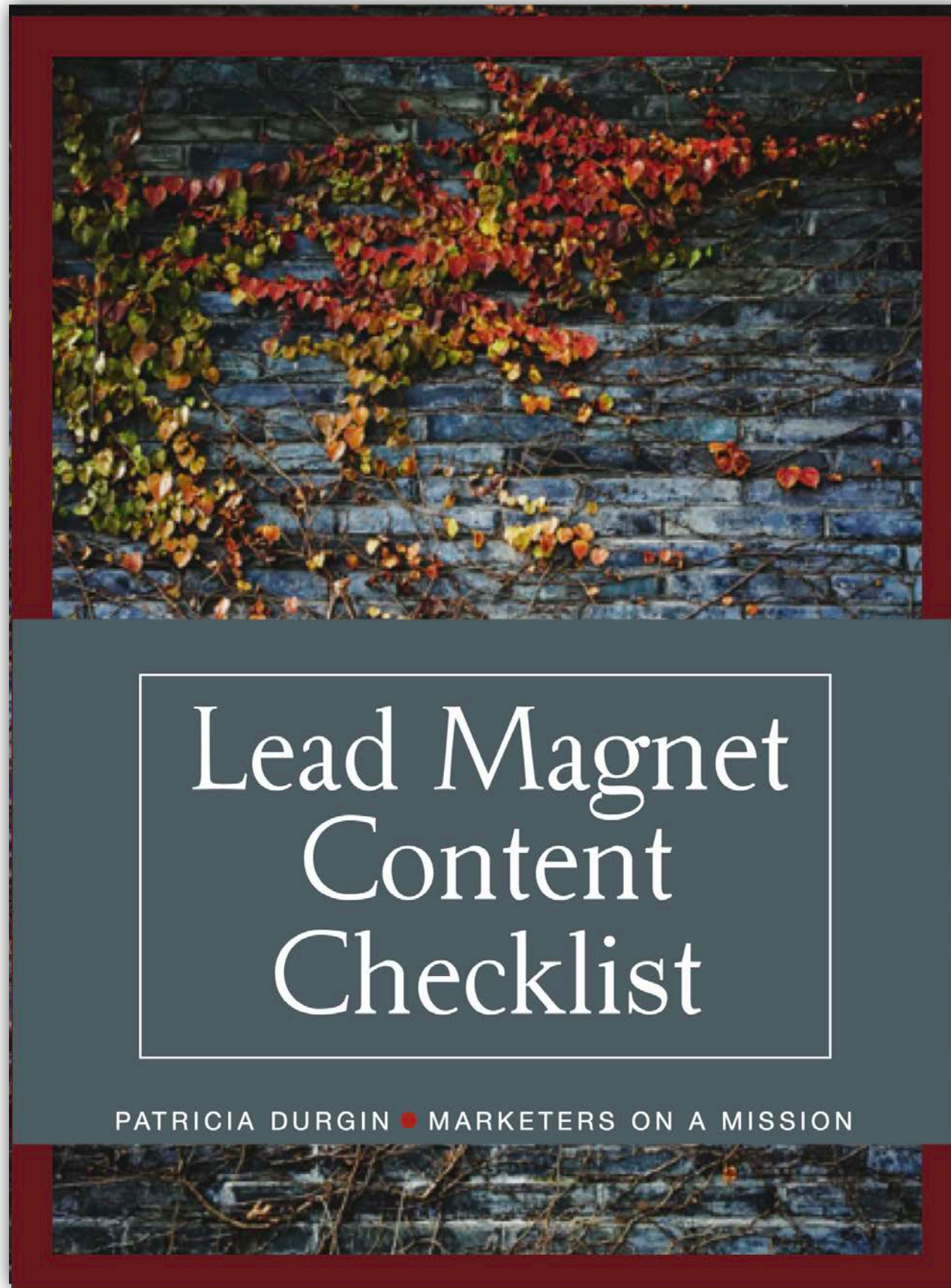


Page Three



Page Four





*(A Lead Magnet  
about  
Lead Magnets!)*

## **WHAT DOES THIS TITLE TELL YOU ABOUT THIS LM?**

Q#1: Who's the audience?

Q#2: What's its purpose?

Q#3: What's its promise?

Choose the page orientation that best fits your content (This is landscape)

# Lead Magnet Content Checklist

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# Our Time for Change is Now

As we embrace the fierce urgency of now, love requires that, in the words of my father, "we must FOREVER conduct our struggle on the high plane of dignity and discipline." Dignity and discipline must be constant, consistent and unrelenting. Protest, we MUST. But we must protest with dignity and discipline. This keeps us rooted in love, focused on the ultimate goal, and committed to noncooperation with evil.

[READ MORE](#)

## Four Pillars of a Transformative Leader.

Dr. Bernice A. King, CEO of The King Center and global influencer of our time lives a life of faith, principles and intention.



Faith

The foundation for every plan



Integrity

Your words should add not



Commitment

The state of being dedicated to



Inspiration

Maximizing every interaction to

**GREAT LM**  
**option!**  
*(collect emails  
instead of  
pointing readers  
elsewhere)*



**SAMPLE  
LAYOUT**

Navigation or Menu Bar  
(entire black bar area)



**Ministry  
Name & Logo**

**Home / About / Writer / Speaker / Blog / Contact**

Call out (identify) who you serve in 3-5 words

Two short paragraphs to begin the  
conversation with your target market.  
*(Text should tie directly to your  
Lead Magnet's content.)*

Make a one-line promise that leads your  
reader directly to your LM opt-in link (in green below)



CTA (Call-to-Action) Button  
with action-oriented text  
(not "sign up" or "submit")

Background Color

**Your most professional  
photo (whatever that  
description means  
to you)**

**OR**

**Your Free Resource  
(Lead Magnet)**

Answer to Question: Can you show us how to lay out our Lead Magnet's landing page (if it's on a page other than our Home page)? We didn't review this in session. It was created after the session.

**Photo of  
Lead Magnet  
Cover**

**What's the BENEFIT  
to the Reader?**

**Title**

**Blurb to intrigue  
readers to find out more**

***I Want It!***

**CTA (Call-to-Action  
Button)**

Interested in hosting a 21-Day Challenge using Facebook Live?

## "Launch It Now with Facebook Live" is Coming Soon!

**\*\* (Sign up below to be notified when we launch.) \*\***



Hey, there! I'm Patricia Durgin, Founder of **Marketers On A Mission**. You'll be interested in **Launch It Now with Facebook Live** if...

- You're a Christian writer or speaker with a passion for your message
- You know (*absolutely know!*) that your message changes lives
- You're willing to go where your audience is and *serve them there*
- You're willing to step out of your comfort zone to serve your audience
- You're willing to give your message away to grow your audience
- You want to do all that without going into debt (*yes!!!!*)

**Keep Me In the Loop!**



**The Evolution of a Lead Magnet Title (w/example and content suggestion).**  
**My thanks to Tina Chambers Smith, whose message (and website) is *Raising Kids On Your Knees*. Love THAT title!**

**Tina:** *I'm working on a new Lead Magnet.*

**Me:** Great! What's your working title?

**Tina:** *10 Truths About Prayer*

**Me:** Now add a promise...

**Tina:** *10 Truths About Prayer That Will Change Your Prayer Life*

**Me:** Are your readers praying for themselves or their children?

**Tina:** *10 Truths About Prayer That Will Transform Your Prayers for Your Child*

**Me:** A bit wordy. Make it tighter (reducing the number of words while keeping the primary idea = stronger title).

**Tina:** *Prayer Can Transform Your Child's Life*

**Me:** Better but informational. What's the end result your readers desire for their children?

**Tina:** *Transform Your Child's Life Through Prayer*

**\*\*\* YESSSS!!! \*\*\***

See how that title "plants a flag"? Do "this" and you'll get "that."

Your readers (and mine) want to experience a change. They're looking for someone who'll stand up in the crowd and proclaim, "Do this (our message) and you'll experience that (the change they want)."

YOUR CONTENT may be phenomenal, but if your TITLE is not clear, action-oriented, reader-focused, with a promised result *that they want*, your Lead Magnet / book / speaking presentation will not help as many people as it could. What. A. Shame.

Sound marketing opens doors to your audience and grows your platform, but it's not intuitive.

Fortunately, it's not a gift you inherit (or don't). It's a skill. *And skills can be learned.* Hallelujah!

If Tina adds a number that fits her content (or if she adjusts her content to coordinate with a number), her title could be:

*10 Prayers to Transform Your Child's Life.*

Compare her first title (10 Truths About Prayer) to this one. See how this last one is action-oriented, it makes a promise (IF readers apply her message), and it tells readers what info they'll receive?

**There is no "magic title."** Work the process. Refine. Tighten. Focus on the end result. Make it clear. More readers will sign up and (drum roll, please) their lives will change as they pray for their children, which is the goal of Tina's ministry! BOOM!

My content suggestion is on the next page. She'll follow His guidance, as always.





# Lead Magnet Titles are as Important as Your Book Title

Used w/permission  
Name has  
been changed  
to protect privacy

*Readers decide whether to “sign up” for your Lead Magnet (or not) based strictly upon the title you give it.*

## “Mary’s” Overview

The three main points are 1) Recognize they have issues hidden below the surface that need addressing. 2) Reveal the hidden secrets to the light of Christ, which breaks their power. 3) Renew the mind with truth.

## LM Titles I Suggested

- \* Escape the Trap of "Keeping Everyone Happy"
- \* The Greatest Burden God Never Gave You: Making Everyone Happy
- \* Managing Others' Expectations: Your First 3 Steps
- \* Is Your Mask Slipping? 3 Reasons to Leave It Off
- \* People Pleasing: 3 Ways to Break Free (While You Still Can!)
- \* 3 Ways to Beat the High Cost of Pleasing Everybody
- \* The Case Against People-Pleasing: Why Jesus Says Don't Do It
- \* The Curse of People-Pleasing: How to Break Free Forever

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## “Jasmine’s” Overview

I know my message but I haven't put it in three points. Short version: I help women put words to the abuse they survived

## LM Titles I Suggested

- \* Transform Your Abusive Past Into a Hope-filled Future
- \* How to Make Yourself “Abuse-Proof”
- \* What Your Church Won’t Tell You About Abuse
- \* Abuse is a Tragedy You Can Triumph Over: Your First 5 Steps (or Choices)
- \* Are You an Abuse-Junkie? How to Break the Habit!
- \* 12 (or some other number) Abuse Myths *Exposed!*



CHRISTIAN WRITERS AND SPEAKERS:

## Are You a Savvy Writer or Speaker Who Needs to Grow Your Audience Faster? (Without spending \$\$\$ for ads!)

Done from a Christian perspective,  
“growing your audience” means going where they are  
and serving them with excellence in Jesus' name.

And where is your audience? On Facebook!  
Facebook Live is the #1 online tool to reach your audience.  
As you serve them, random viewers become loyal fans.

You CAN grow your audience faster using Facebook Live!

**Show Me How!**



Patricia Durgin  
Founder

Opens a “pop-up” box (see next page)

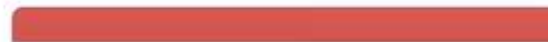


***(Sign Up Then Check Your Email, Please)***

Enter your first name



Enter your email address



rgin



# CHRISTIAN WOMEN EMBRACING GOD'S DESTINY



**Cindy Noonan**  
Speaker, Author, Ministry Leader

## Are Your Dreams Out of Reach?

*(Don't lose hope! God still has good plans for you!)*

You may say, *"If only I could believe God could!"*

Let's get rid of those lies keeping you trapped.

Using Biblical truth, Cindy shares ten lies that sabotage your hopes, and how you can overcome each one.

*Believe in your destiny once again!*

**"I Am So Ready!"**



*It's time to soar above your broken dreams!*



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**Write HIS  
Answer**



*on a billboard large and clear . . .*

HABAKKUK 2:2 TLB





You can do every single thing  
that Christ has called you to do.



MARKETERS  
On A Mission

EVERY. SINGLE. THING.



**NEXT  
SESSION**

# **SERVE YOUR AUDIENCE:**

## **THE #1 WAY TO GROW A ROCK-SOLID PLATFORM**

2021 Colorado Christian Writers Fellowship Conference

### **How Email Works**

*Email is Our Most Powerful Marketing Tool*

*It offers us the deep relationship connection needed to build lifelong readers  
(rather than starting over from zero for each project).*

Presenter:



**PATRICIA DURGIN**

*Christian Communicators Becoming Change Catalysts*

- \*Your First Publicist
- \*Brand & Platform Builder
- \*AWSA Certified Christian Writer & Speaker Coach
- \*Host: Today's Breakthrough Podcast (Spring 2022)
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