

Effortless A.I. Agency

Lead Magnet Posting Guide

I. PREP THE MAGNET

- Pick one clear pain a local business faces (low leads, poor ads, weak site).
- Write a short PDF or checklist that shows one fix.
- Add your name, direct email, and a link to a simple opt-in page.

2. FIND THE RIGHT EYES

- Search local business hubs:

Facebook Groups, LinkedIn Groups, Reddit subs, Discord servers, Skool circles, Quora topics, Craigslist “Services,” SCORE events, Meetup, Rotary, Women-in-Business clubs, Shapr, Bizzabo, Eventbrite, Xing, Bark, Lunchclub, Gust.

- Join with your personal profile; skim rules; note promo days.

3. START YOUR OWN GROUP (OPTIONAL)

- Choose one city + one niche (e.g., “Charlotte Home-Service Owners”).
- Post weekly tips, invite contacts, ask members to share wins.
- Pin your opt-in page in the group description.

4. WRITE THE POST

Problem → Agitate → Solution → Benefits → Segue → CTA

Example skeleton:

- “Struggling to turn site visitors into calls?”
- “Worse, ad spend keeps rising while leads drop.”
- “I just wrote a 3-page guide that shows the quick fix we use for plumbers.”
- “Clients see 2-3× more booked jobs within a month.”
- “Grab it here (link) and let me know if you need help.”

5. FORMAT & DELIVERY

- Keep to 120–180 words.
- Use plain sentences, short paragraphs.
- Add one line break before the link for visibility.
- On platforms that limit links, say “Comment ‘guide’ and I’ll DM it.”

6. DEMO REPLY

- When someone asks, reply: “Sent the link. If you’d like a quick walkthrough, shoot me a time that works.”

7. FUNNEL THE TRAFFIC

- Link goes to landing page → email capture → instant PDF.
- First autoresponder email thanks them and offers a 15-min call.
- Second email (24 h) shares a case study.
- Third email (48 h) asks what’s blocking them from goals now.

8. REJECTION-PROOF OUTBOUND

- Cold email.
- Subject: “Quick win for {biz name}”
- Body: 3 lines; pain, free fix, invite to reply if they want help.
- Forward positive replies straight to your main inbox; set calls same day.

KEYS TO CONSISTENCY

- Post or comment every weekday.
- Track which groups pull clicks; double down there.
- Refresh the magnet quarterly so it feels new.
- Always follow up within 30 min of an opt-in. **Speed closes deals.**