

# How To Create a Remarkable First Impression

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As an entrepreneur, you wear a ton of hats. But the most important hat you might wear is business developer. In order to earn a living doing what you love, you have to find a way to **earn a living**, and this almost always requires *attracting new customers*.

When connecting with potential customers and advocates, you have a lot of challenges to overcome. You have to develop trust, establish your brand's authority, communicate the value you provide, and nurture a long-standing relationships. All of this starts with a remarkable first impression.

You have [around 7 seconds](#) to get someone's attention on the web. If you can incentivize prospects to join your mailing list, you can send an automated series of first impression messages to develop trust and promote your products and services. Not a writer? Not sure where to begin? No worries. You're in the right spot.

In this resource, we're going to outline how to craft the perfect lead magnet and welcome series.

**Today is YOUR Day to take action.**

Find more inspiration and get additional resources at [AWeber.com/today](https://aweber.com/today).

## **How to use this resource:**

Creating a remarkable web and email experience starts with a user-friendly website. This resource will not cover web design and development, but there are many great blogs and sites that do. A quick Google search will get you what you need.

This resource will cover two elements of attracting and nurturing prospects.

### **Creating a “lead magnet” that actually works:**

You can't just email anyone you want at anytime with content they didn't ask for. That's called **spam**. Instead, you need to have them choose to join your list. One way to incentivize prospects to join is to present a “lead magnet” or free offer. Below, we'll break down different types of lead magnets, and you can choose what is best for your prospects.

### **Creating an awesome *Welcome Campaign*:**

This is where the magic happens. People opt in to your email list because they want to get to know you better, and see what you have to offer. They've given you permission to send them emails, and this is an amazing opportunity for you to create a remarkable first and lasting impression. Below, we'll share different types of welcome campaigns, and you can determine which one is best for you.

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## Creating a “lead magnet” that actually works.

To create an incentive that actually gets people to sign up for your email list, follow these six simple steps.

### 1. Find your audience’s biggest problem.

Before you invest time creating your lead magnet, you need to know what your audience’s problem is. If you have a solution to their problem, prospects will be more likely to sign up. To find your audience’s problem, or validate your assumptions, you can survey your current audience, read and ask questions on a site like [Quora](#), or join a relevant [LinkedIn](#) group where your audience talks.

### 2. Choose a format that works for you, your audience and your schedule.

You don’t need to create a 100 page eBook from scratch. Your lead magnet should be as brief as possible, while providing comprehensive information on a narrow topic. This could be a checklist, or worksheet. These are incredibly helpful for prospects. Other valuable formats are coupons/discounts, plans or schedules, and easy-to-use templates.

### 3. Write your content or repurpose it.

Writing your lead magnet might feel overwhelming, but it doesn’t have to be. Follow these four pointers to write a strong piece. Be specific– answer or solve that problem you set out to solve. Be green– recycle content you already have if it’s appropriate. Be authoritative– write with confidence and authority to show your subscribers that you are knowledgeable and trustworthy. Be original– Give your subscribers content that they can’t get anywhere else. Even if the topic is popular, give it your own personal spin.

### 4. Host your lead magnet.

Once you’ve created your lead magnet, you need to export and host it. A common format for ebooks, checklists, and plans is the PDF file format. You can create your lead magnet in [Google Docs](#) and easily export as a PDF. Then host that PDF on your

website, or even [Google Drive](#) or [Dropbox](#) to get a shareable link for your subscribers..

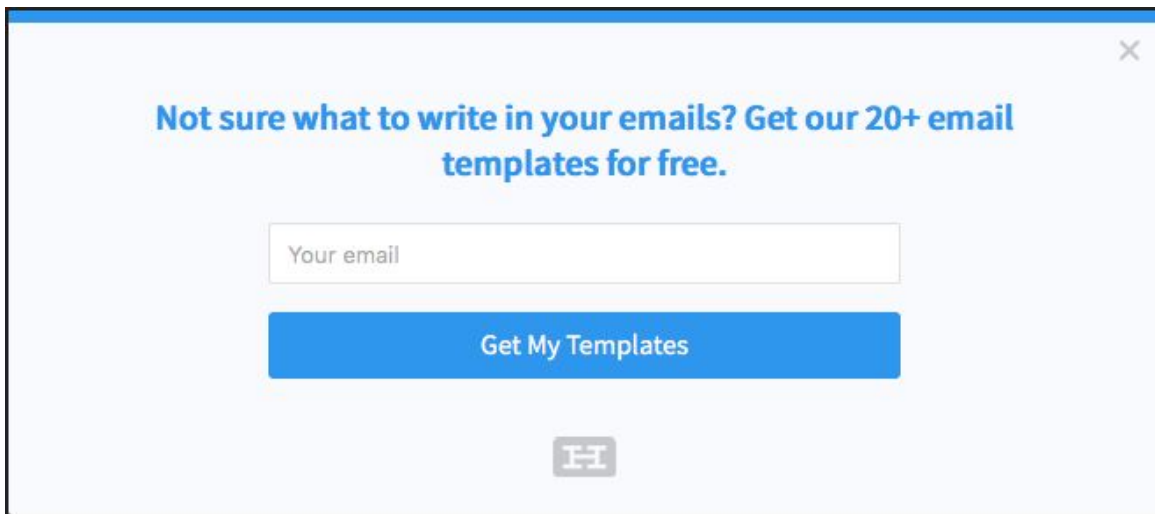
5. **Write a welcome email that delivers your lead magnet.**

In the second half of this resource, we'll show you how to not only write a strong welcome email, but a **remarkable** welcome series. It's crucial whether you choose a single email, or a few, that you promptly deliver the lead magnet link to your subscribers.

6. **Share your lead magnet with the world.**

Are you proud of what you've created? Get that solution out to as many people as possible. Make sure your webform has a lot of visibility on your site. You can use apps like [AddThis](#), [SumoMe](#), or [HelloBar](#) to build a great form.

Check out this simple form that was created with a free HelloBar account:



The image shows a screenshot of a web form. At the top right, there is a close button (X). The main text reads: "Not sure what to write in your emails? Get our 20+ email templates for free." Below this text is a text input field with the placeholder text "Your email". Underneath the input field is a blue button with the text "Get My Templates". At the bottom center, there is a small icon of a document with a pencil, representing a form or template.

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## Creating an awesome Welcome Campaign.

A welcome email campaign is a series of automated emails that your new subscribers get as soon as they sign up for your email list. The purpose of a welcome campaign is to help your subscribers get to know you while keeping them engaged over time.

The first message in your campaign – the welcome email – has a few different jobs:

- Welcomes your new subscribers and thanks them for signing up
- Tells people what kind of content they can expect from you and how often
- Delivers your incentive if you offered one
- Includes your contact information so your subscribers can easily reach you

Your welcome email should provide everything your new subscribers need to start learning about your business. After that, you'll want to use the rest of your welcome campaign as a "best of" guide to your business by finding your strongest content and spreading it throughout your series.

If you're new to the idea of email automation, a welcome campaign is the perfect place to start. I'll walk you through each step of creating your welcome email campaign.

### First, choose what kind of campaign you want to send. Here are examples:

- **Contest entry.** If your subscribers are entering through a contest, send them a series of engaging messages to confirm their entry and let them know more about you.
- **Incentive.** If you're offering a coupon, checklist, or guide, be sure to deliver it promptly. Then use additional emails in the sequence to let people know how to get the most out of what you offered.
- **Steps to getting started.** Do you have existing content, upcoming events and/or other promotions you want new subscribers to know about up front? Then this type of welcome email is for you. Send 1-3 resources per email, so you don't overwhelm your subscribers with information.
- **Get to know you better.** This is a great option to help you make a more personal connection with your subscribers. Share your best resources, but also share your

story. Tell people what makes you unique, and show them that you care about helping subscribers solve their problems.

### **Then, determine the structure for your campaign:**

Now that you've decided the type of series you'll send, map out how many messages you'll create and when you'll send them. All of these messages can be sent automatically if you use an email service provider like [AWeber](#).

**Timing:** Immediately after signing up

**Email #1:** Welcome Email

**Goal:** Introduce people to your business and anything else you want to accomplish with your welcome email.

**Timing:** (Example) 3 days after Email #1

**Email #2:** (Example) A popular blog post featuring relevant content

**Goal:** (Example) Show off a popular post so my subscribers will see how great my blog is

Continue this format until your series is complete...

**Timing:**

**Email #3:**

**Goal:**

### **Finally, write your messages:**

Writing your messages doesn't have to be a chore. An effective and time-saving tactic is to repurpose your most popular content in your series. Why reinvent the wheel?

Try this strategy that blogger [John Corcoran](#) recommends for creating your first welcome campaign:

"Take six articles that you've written already that are the most valuable content for your target audience," he said. "Turn them into autoresponders and spread them out over six weeks. You will know that anyone added to your list will get one email a week from you for six weeks and they can get to know you."

Don't have six articles? That's ok – start with two or three, then add to it later.

**Today is your day to take action!** Get started with creating your lead magnet and welcome series, and create a remarkable first impression on your latest prospects. Need a suite of tools to manage your email marketing? [Try AWeber for 30 days](#). We're here to help you succeed.