



7 Key Elements of a List Building, Lead Generation eBook

But what goes into creating a REAL list building, LEAD GENERATING eBook?

What are the key elements that make it different from any other old eBook out there?

Well, first, **it mentions your business and what you do** – this is where a really clear elevator speech or your marketing message comes in handy –

It's also important to **reference who your clients are** – and I don't mean to necessarily name names, but it's a good idea to reference your ideal client in a way that helps to connect the reader to your work so they that they can read your eBook and say "Hey that's sounds just like me" or "Wow, that's the kind of help I NEED"

So here is where you'll want to **use relevant stories or case studies and mention results** that you've been able to help your clients get as a result of working with you.

THIS kind of eBook **also offers a TRANSFORMATION to the reader** – it lets your reader know that there's help for them because YOUR clients have had success and they can have that same success too.

A LEAD GENERATION eBook is also key-word rich - which makes it more searchable to those who are looking for your specific expertise.

And – ULTIMATELY – and here are the 2 MOST IMPORTANT ELEMENTS SO BE SURE TO WRITE THESE DOWN -

ULTIMATELY a LEAD GENERATION eBook **drives the reader back to your website AND it includes a compelling offer or reason for the reader to give you their contact information** – this is how you get them on your list.

So, let me give you an example of what I mean -

In one of MY OWN eBooks- The Holistic Health & Wellness Entrepreneur's Essential Handbook for Success, which I wrote for holistic therapists and practitioners –

I included some content about the need to protect themselves from liability by having their clients complete a Client Intake Form that included a waiver and sign an Informed Consent Form.

Then I provided a link where the reader to go to obtain a SAMPLE template by providing their name and email address.

But, these are the unique elements that make a LEAD GENERATING eBook very different from your standard every day eBook.

These are the REALLY COOL things that many other entrepreneur authors aren't using or applying to their eBooks that will set **you** apart from the other authors on Amazon or B&N.

So just to recap, the 7 elements of a list building, lead generating eBook are:

1. It mentions your business and what you do
2. It references who your clients are
3. uses relevant stories or case studies and mention results
4. offers a TRANSFORMATION to the reader
5. is key-word rich
6. drives the reader back to your website
7. includes a compelling offer or reason for the reader to give you their contact information