

# Video 4: List Building with Lead Magnets

***Don't aim for viral. Aim for valuable. That's what sticks.***

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This video is about shifting your audience's focus away from chasing "viral moments" to creating something far more valuable — a lead magnet that builds a lasting email list. Use it to guide beginners with clarity, warmth, and encouragement.

Your job here is to make lead magnets feel simple and approachable. Remind your viewers that they don't need fancy tools or a huge audience to start building their list. All they need is one practical, valuable resource that solves a real problem for their readers. This script gives you the words to explain that with confidence.

**Goal:** Help beginner bloggers build an email list with simple, practical lead magnets. Narration is friendly, clear, and deep enough to train beginners confidently.

## Slide 1

**Slide Title:** Welcome to List Building with Lead Magnets

**On-Screen Text:**

Let's build something that's truly yours.

Today, you'll learn how to grow your email list using a simple, helpful freebie—called a lead magnet.

No pressure. No tech overwhelm.

**Image Prompt:** Blogger sitting confidently with "Email List: 0 → Growing" on screen

**Narration:**

"Welcome to Video 4: *List Building with Lead Magnets*.

In this lesson, we're going to focus on something that gives you real control over your blogging journey—your email list.

Unlike social media followers, your list is something you actually *own*.

And the best way to grow that list? A simple tool called a lead magnet.

Don't worry—we'll break it all down step by step. You'll see how easy it is to create your first one, even if you're starting from scratch.

Let's build something that works for you, long after the likes and shares fade."

## Slide 2

**Slide Title:** Followers ≠ Ownership

**On-Screen Text:**

You don't own your social media audience.  
Platforms can change, accounts can vanish.  
Your list is yours to keep.

**Image Prompt:** Locked Instagram or TikTok screen with "Account Suspended" banner

**Narration:**

"Here's something most bloggers overlook—just because someone follows you doesn't mean you can always reach them.  
Algorithms shift. Platforms go down.  
And sometimes, entire accounts disappear.  
But your email list? That's yours. No algorithm. No gatekeeper.  
It's the only audience you can connect with anytime—on your terms.  
Building your list is like building your safety net. And it starts today."

## Slide 3

**Slide Title:** Why Your Email List Matters

**On-Screen Text:**

Want to grow, sell, or stay connected?  
Start with your list.  
Even a small list can make a big impact.

**Image Prompt:** Blogger sending an email and seeing "open rate: 57%"

**Narration:**

"Whether you're planning to sell a digital product, promote a new post, or simply grow your influence—your list is where it begins.  
Why? Because people check their inbox with intention.  
They're more focused, more engaged, and more likely to take action.  
Even with just 50 subscribers, you can make real progress—because these are people who chose to hear from you.  
Big results don't start with big lists. They start with connection—and consistency."

## Slide 4

**Slide Title:** What Is a Lead Magnet?

**On-Screen Text:**

A lead magnet is a freebie you offer in exchange for someone's email. It solves a small problem or delivers quick value.

**Image Prompt:** Opt-in form offering a "Free Blog Launch Checklist"

**Narration:**

"So how do you actually get someone to subscribe to your list?

Simple—you give them a reason.

That's where a lead magnet comes in.

A lead magnet is a freebie. A quick, valuable resource you give away in exchange for their email address.

It could be a checklist, a short guide, a cheat sheet—anything that helps your reader solve a problem quickly.

It's the fastest way to build trust and grow your list—because people sign up for things that help them right away."

## Slide 5

**Slide Title:** What a Lead Magnet Is *Not*

**On-Screen Text:**

✗ Not a full eBook

✗ Not a long course

✗ Not a pushy pitch

Your freebie should be light, useful, and quick.

**Image Prompt:** Person overwhelmed by a 45-page PDF

**Narration:**

"Let's clear up a common mistake—your lead magnet is not meant to be a full-blown course or 40-page eBook.

You don't want to overwhelm people. You want to help them—fast.

Think one page. One win. One step forward.

If they can use it in 10 minutes or less, you're on the right track.

Keep it practical, focused, and genuinely helpful. That's what builds trust—and clicks."

## Slide 6

**Slide Title:** Why It Works

**On-Screen Text:**

Help first. Ask later.

Lead magnets build trust by delivering value upfront.

**Image Prompt:** Reader smiling while checking off a downloaded checklist

**Narration:**

"Lead magnets work because they flip the script.

Instead of asking for something first, you give something valuable—upfront.

That creates a win for your reader.

And that small win builds trust.

When someone downloads your freebie and sees results—even a tiny one—they're more likely to open your next email, stick around, and eventually become a loyal fan.

It's a simple exchange: value for connection."

## Slide 7

**Slide Title:** Keep It Simple

**On-Screen Text:**

Your freebie doesn't need to be perfect.

It just needs to be *helpful*.

Start small.

**Image Prompt:** One-page checklist titled "Blog Post Prep" with a clean, printable layout

**Narration:**

"You might be thinking, 'But what can I even offer?'

Don't overthink it. Your freebie doesn't need to be polished or fancy.

It just needs to be helpful.

If you've ever made a checklist, written out steps for yourself, or created a quick cheat sheet—guess what?

You already have a lead magnet.

The key is to start small, focus on one quick win, and make it easy to use."

## Slide 8

**Slide Title:** 3 Must-Haves for a Great Freebie

**On-Screen Text:**

- ✓ Fast to use
- ✓ Easy to understand
- ✓ Solves a real, specific problem

**Image Prompt:** Printable titled “15-Minute Blog Setup Plan”

**Narration:**

"A strong lead magnet has three key qualities.

First, it should be fast. If it takes more than 10–15 minutes to use, trim it down.

Second, make it clear. Simple words. Easy layout. No tech headaches.

And third, it should solve one specific problem your reader actually cares about.

Not just 'tips on blogging,' but something like 'how to write your first blog post outline in 10 minutes.'

That's the kind of clarity that earns attention—and email signups."

## Slide 9

**Slide Title:** Example: Checklists

**On-Screen Text:**

- ✓ “5 Things to Do Before You Hit Publish”
- ✓ “My Morning Writing Routine”
- ✓ “Mini SEO Fixes for Beginners”

**Image Prompt:** Clean one-page checklist with checkboxes

**Narration:**

"Let's look at a simple but powerful type of lead magnet—checklists.

Everyone loves them. They're skimmable. They feel actionable.

And they save your reader time.

What kind of checklist could you create?

It might be your blog publishing routine, your morning writing setup, or even a list of quick SEO tweaks.

Think about the steps you already follow—and package them for someone else. That's instant value."

## Slide 10

**Slide Title:** Example: Templates

**On-Screen Text:**

- ✓ Blog post outline
- ✓ Email intro templates
- ✓ Social media caption starters

**Image Prompt:** Google Doc template open with editable fields

**Narration:**

"Another great lead magnet? Templates.

People love shortcuts—and templates give them a head start.

Instead of starting from a blank page, they get a framework they can follow.

You might offer a blog post outline, a few email subject line formulas, or even ready-to-edit social captions.

Anything you use to speed up your workflow can be turned into a time-saving gift for your audience."

## Slide 11

**Slide Title:** Example: Mini-Guides

**On-Screen Text:**

- ✓ "Start Your Blog in 3 Easy Steps"
- ✓ "How to Plan 30 Days of Posts in 20 Minutes"
- ✓ "My Go-To Confidence Boost Before Writing"

**Image Prompt:** A tidy, 3-page PDF guide open on a tablet

**Narration:**

"Mini-guides are short, practical resources that walk your reader through a quick process.

Not a full manual—just a few pages of helpful steps that solve a single problem.

Maybe it's how to launch a blog in 3 steps, plan a month of content fast, or beat writer's block.

The goal isn't depth—it's clarity.

Keep it focused, friendly, and easy to finish in one sitting. That's what makes it irresistible."

## Slide 12

**Slide Title:** Bonus Freebie Ideas

**On-Screen Text:**

Planners

Swipe Files

Self-Assessments

**Image Prompt:** "Freebie Bundle" folder with icons for planner, swipe file, and quiz

**Narration:**

"Still not sure what to create? Here are a few more lead magnet ideas you can try.

A one-page blog planner that helps people stay organized.

A swipe file with your best-performing email subject lines.

Or a self-assessment quiz that helps readers find their niche or blogging voice.

Don't overcomplicate it. Your lead magnet just needs to help someone take one step forward."

## Slide 13

**Slide Title:** Create It in One Hour

**On-Screen Text:**

1. Use a tool you already know
2. Drop it into Google Docs or Canva
3. Export as a PDF

✓ Done is better than perfect

**Image Prompt:** Blogger smiling as they export a lead magnet in Canva



**Narration:**

"Let's make this practical.

You can create your first lead magnet in less than an hour—really.

Start with something you already know or use. Write it up in Google Docs. Or make it look nice in Canva.

Then export it as a PDF. That's it!

You don't need perfect. You need helpful, done, and ready to share."

## Slide 14

**Slide Title:** Deliver It Automatically

**On-Screen Text:**

- ✓ MailerLite or ConvertKit
- ✓ Set up an email with your freebie link
- ✓ Grow your list while you sleep

**Image Prompt:** Email inbox showing "Here's your free download!"

**Narration:**

"Once your lead magnet is ready, it's time to deliver it—automatically.

Use beginner-friendly tools like MailerLite or ConvertKit.

Set up a simple welcome email that sends your freebie when someone subscribes.

Now, every time a new reader signs up, your freebie gets sent instantly. You're building your list—even when you're offline."

## Slide 15

**Slide Title:** Where to Put Your Freebie

**On-Screen Text:**

- 📌 Blog sidebar
- 📌 After blog posts
- 📌 Your About or Start Here page

**Image Prompt:** Blog layout with arrows pointing to opt-in spots

**Narration:**

"Let's make sure people see your lead magnet.

Add it to the sidebar of your blog.

Include it at the end of every blog post.

Feature it on your About page or a special 'Start Here' page.  
Think of these spots like little signposts—reminding your readers, 'Hey, I've got something helpful for you!'"

## Slide 16

**Slide Title:** Make the Ask Feel Like a Gift

**On-Screen Text:**

Instead of “Subscribe here,” try:

“Want the checklist that helped me stay consistent?”

It's friendly. It's real.

**Image Prompt:** Warm CTA box with handwritten-style font on a clean blog layout

**Narration:**

"Nobody likes being sold to.

So don't just say, 'Subscribe here.' That feels cold—and easy to ignore.

Instead, frame your freebie like a helpful gift.

Try something like, 'Want the same checklist I use to stay on track every week?'

It's human. It's specific. It invites them in instead of pushing them away.

Lead with generosity, not pressure."

## Slide 17

**Slide Title:** After They Subscribe

**On-Screen Text:**

✓ Send a warm welcome email

✓ Link to a helpful blog post

✓ Invite replies to build connection

**Image Prompt:** Blogger smiling at a thoughtful email reply from a new subscriber

**Narration:**

"Once someone joins your list, your job isn't done—it's just begun.

Send a friendly welcome email. Let them know what to expect.

Share one blog post that's really useful so they feel like joining was worth

it.

And here's a pro tip: invite them to reply.

Starting a real conversation builds stronger loyalty than any funnel ever could."

## Slide 18

**Slide Title:** Big Lists ≠ Big Wins

**On-Screen Text:**

It's better to have 30 engaged readers

Than 3,000 who ignore you

Focus on trust—not just numbers

**Image Prompt:** A happy blogger reviewing 3 responses from 30 readers

**Narration:**

"Don't chase big numbers just to feel successful.

A small, engaged list can drive way more results than a giant one that never opens your emails.

You want people who care. Who reply. Who take action.

That's the real value of your list.

So measure trust—not just size."

## Slide 19

**Slide Title:** Don't Aim for Viral. Aim for Valuable.

**On-Screen Text:**

Viral fades.

Value builds relationships.

Help first. The rest follows.

**Image Prompt:** Chart comparing a viral spike vs. slow, steady growth line

**Narration:**

"Going viral sounds great... until it disappears.

But value? Value sticks.

When you consistently offer something helpful, your readers stay with you.

They come back. They tell others. They grow with you.

So forget the flashy goal.  
Build something solid by leading with value."

## Slide 20

**Slide Title:** Take Action: Build & Share

**On-Screen Text:**

- ✓ Pick one lead magnet idea
- ✓ Create it in the next 48 hours
- ✓ Share it proudly

This is how your list starts.

**Image Prompt:** Young blogger happily uploading their first freebie

**Narration:**

"Let's put this into action.

Pick one idea—just one—from what we covered today.

It could be a checklist, a template, a guide—whatever fits your style.

Block one hour. Build it.

Then share it on your blog like the gift it is.

You don't need to be perfect.

You just need to start.

This is where your list begins."

## Final Words

As you close the video, lean on this script to reinforce one powerful truth: an email list is the foundation of a successful blog. Use it to inspire your viewers to take that *first actionable step* — brainstorming and creating a lead magnet they can be proud of.

Here's how you should use this script:

- Deliver it in a friendly, conversational tone.
- Teach with clarity and make it feel doable for beginners.

- Wrap up with motivation and a call-to-action, nudging viewers to act now.

End strong with a message like:

*“Don’t aim for viral. Aim for valuable. Use this script to show beginners how to create their very first lead magnet — and start building the list that will fuel their blog’s growth.”*