

# MONEY ONLINE BLUEPRINT

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Delivering Your Lead Magnet

The Ultimate Blog Training Package  
How To Quickly Make A Full Time Income Blogging

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# How To Deliver Your Lead Magnet

There are a couple of ways you can deliver your lead magnet: -

1. Email it in your welcome email
2. Make it downloadable from a page on your website

## Emailing Your Lead Magnet

If you are going to email it. You will need to attach it to the welcome email you create inside your autoresponder. It is simple to do and you can set that up when you are creating your follow up sequence within your autoresponder.

However, even if you are delivering your lead magnet by email, it is good practice to also set up a lead magnet delivery page and follow the steps below.

## Creating A Delivery Page For Your Lead Magnet

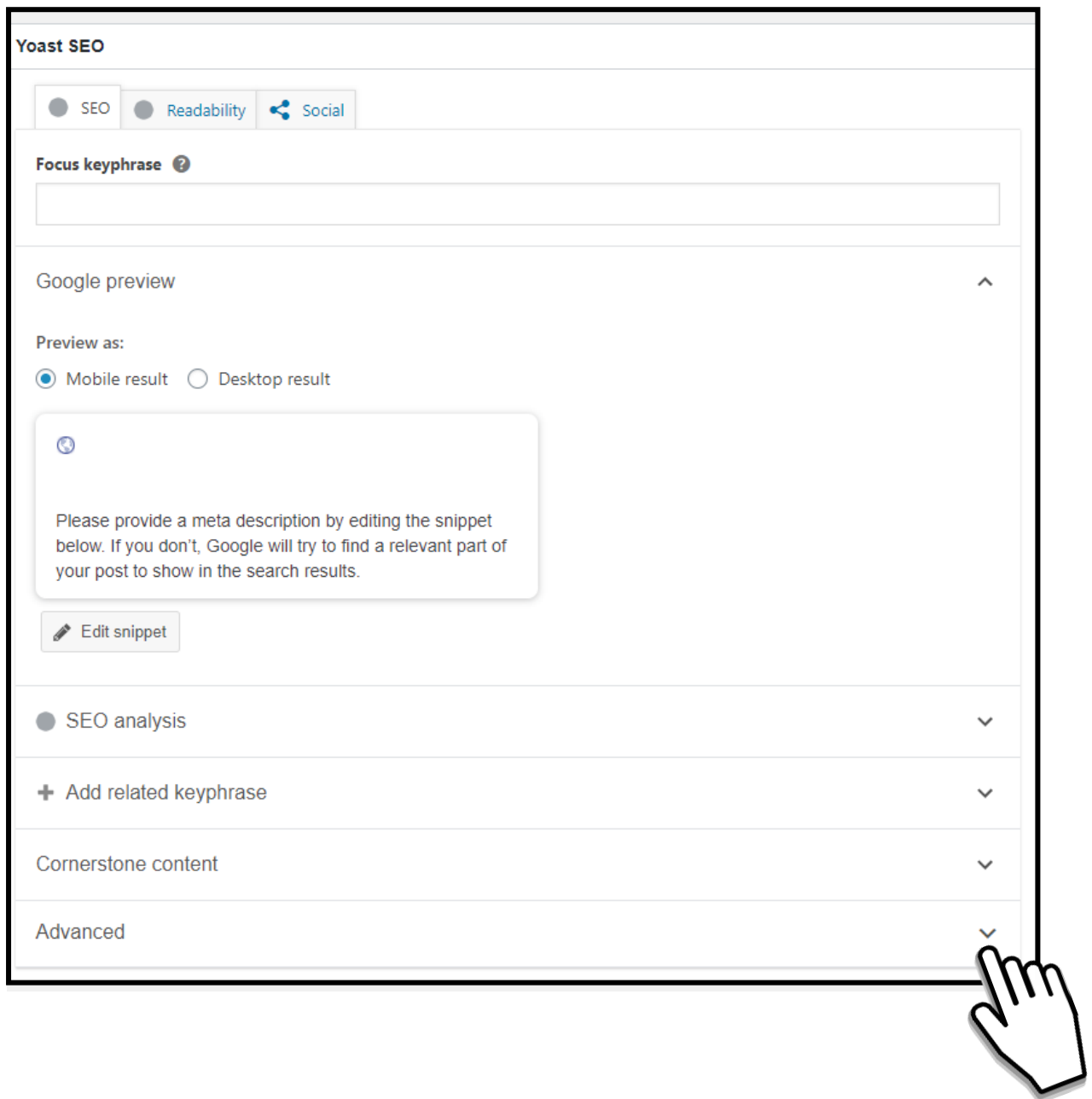
If you are going to have a delivery page for your lead magnet. You will need to create a page on your website and lay it out as you would any other page on your site.

You will need to make the page set as No Index so that it is not visible in the search engines. You don't want people to discover that page on Google for example, or they will be able to download your lead magnet without the need to subscribe.

You can set the page as No Index very easily if you have the Yoast SEO For WordPress plugin installed on your site like I recommend you do.

When you have created your page content and you are happy with it. Scroll to the bottom of the page to where you can see **“Yoast SEO”**

Now follow the steps I show you in the screenshots below: -



Click on the drop down icon in the “Advanced” section of the Yoast SEO panel at the bottom section of the page you want to set as “No Index”

Then, the box will open, and you will see this section: -

Advanced ^

Allow search engines to show this Page in search results?

Default for Pages, currently: Yes ▼

Should search engines follow links on this Page?

☒ Yes ☐ No

Click on the drop down icon in this section: -

Advanced ^

Allow search engines to show this Page in search results?

Default for Pages, currently: Yes ▼

Should search engines follow links on this Page?

☒ Yes ☐ No

Then select NO. This means you are saying that you don't want the search engines to show this page in search results

Advanced ^

Allow search engines to show this Page in search results?

Default for Pages, currently: Yes ▲

Default for Pages, currently: Yes

Yes

No

When your page is all set up. Collect the URL of that page and paste it in your welcome email where you are thanking the subscriber for requesting your product and you are welcoming them to what you are going to be offering them.

Make sure that you place your link at the relevant point of your email so that it is clear to the new subscriber that they need to click on the link to download your product

All the Best

*Chris Cantell*