



# LEAD WITH THESE LEAD MAGNET TIPS

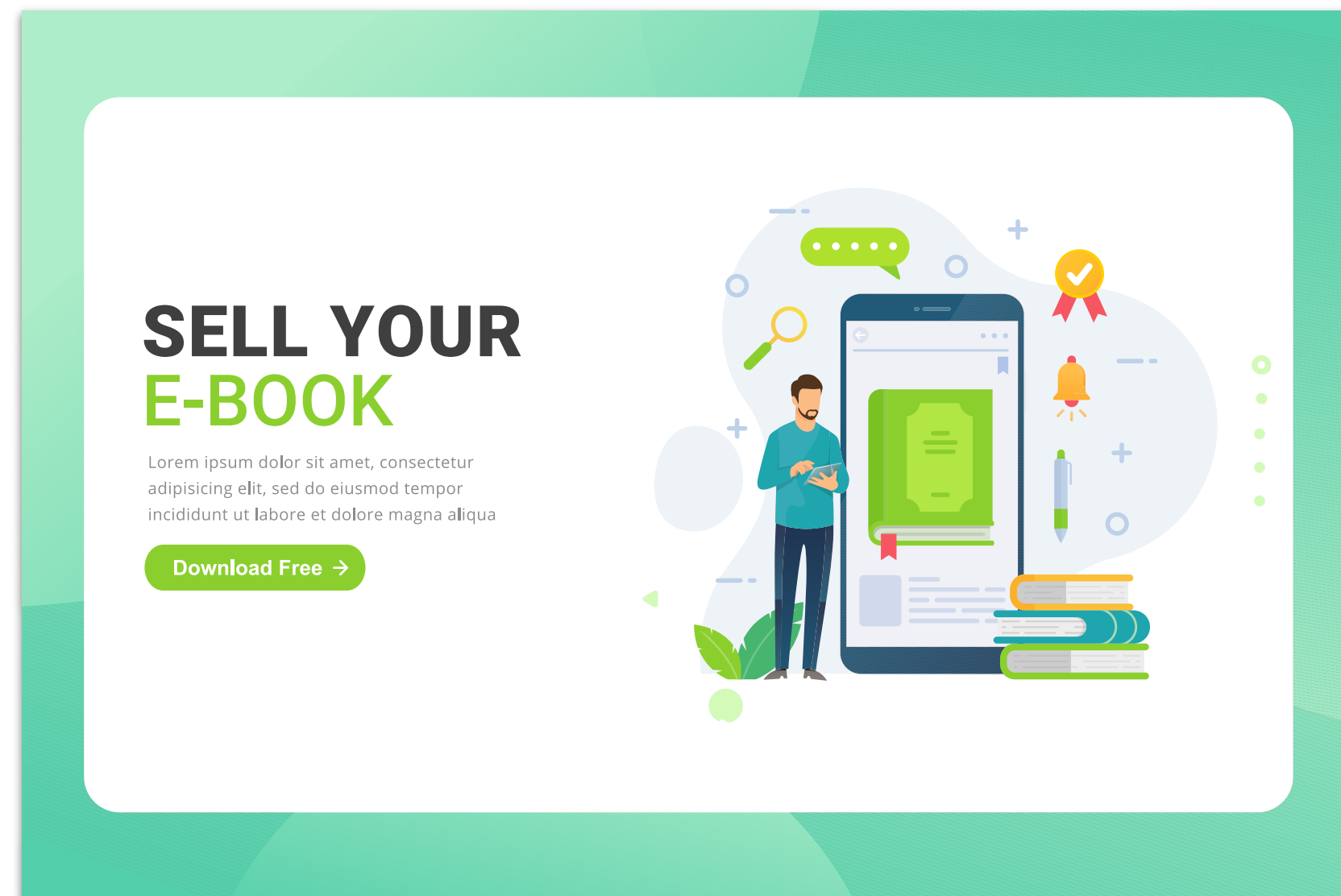


1

## Give a glimpse of your content beforehand

This is fairly simple, on your lead-gen form or click-through page, highlight points about how the lead magnet can provide tremendous value to your customers.

You can list out the headlines and a few actionable tips that your lead magnet covers. Make sure the visitor clearly understands how your lead magnet is going to help your audience.



2

## Leverage psychology of risk aversion

The phenomenon called the fear of missing out is one of the reasons why we opt-in for an event. We don't want to miss out on what happens there.

Your prospects may be unsure whether they want to opt-in but while making this decision they'll be reluctant to choose the negative option.

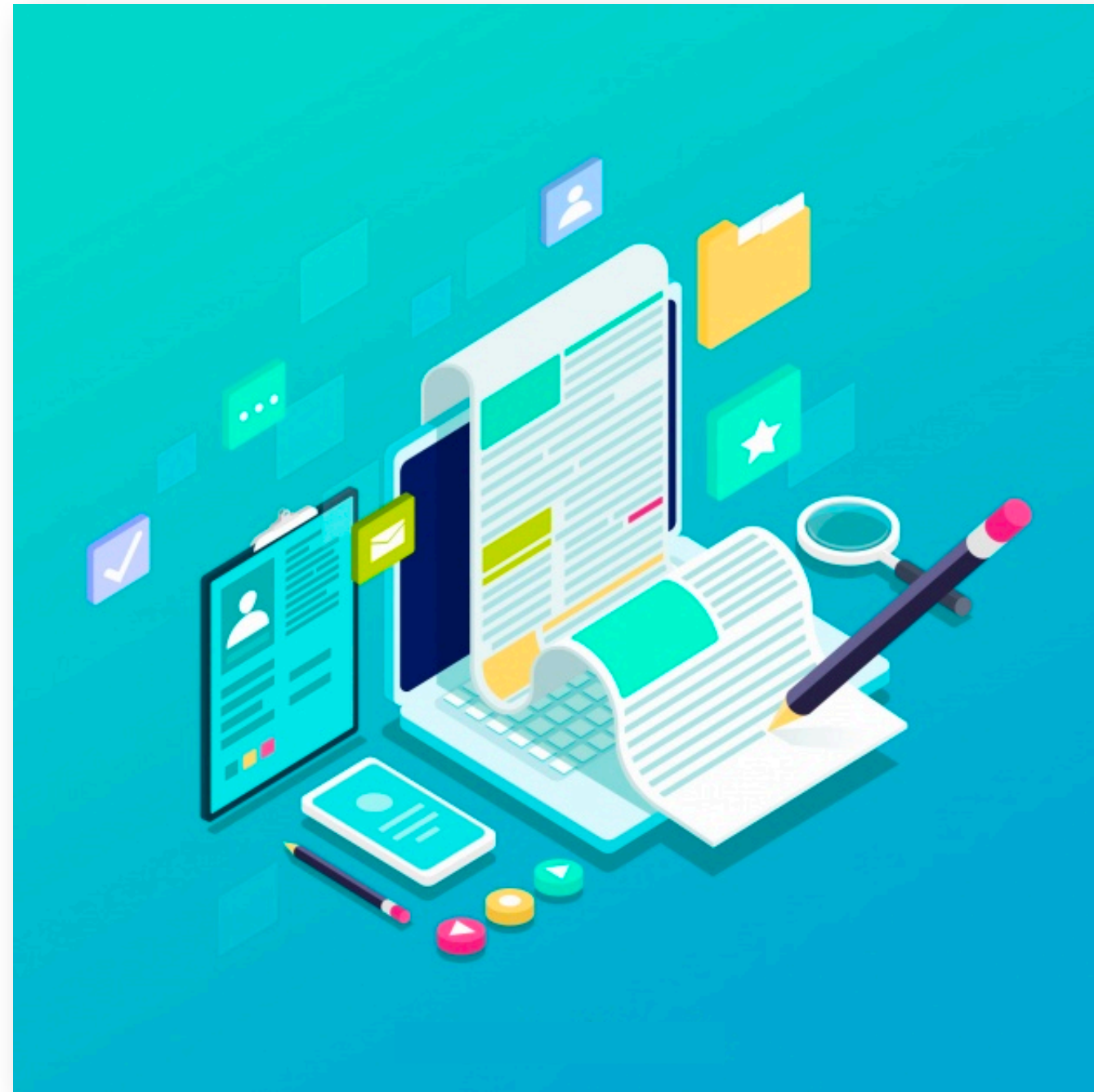


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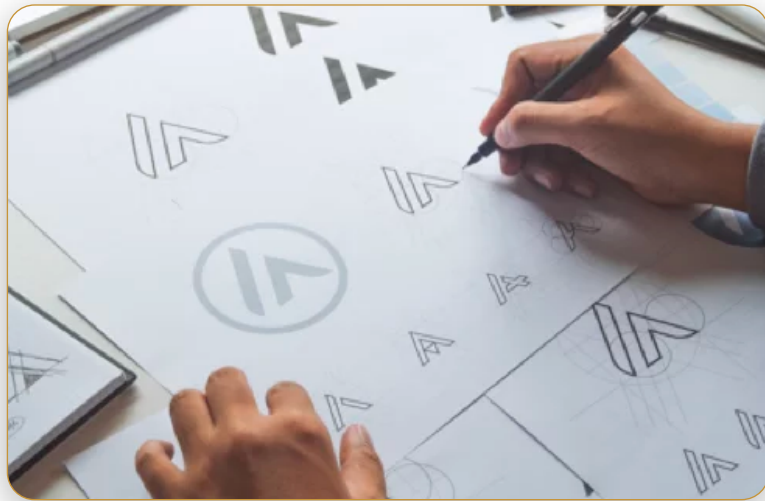
## Keep your magnets fresh

Your lead magnets have a shelf life, its value keeps deteriorating over time. Some lead magnets may have longer shelf life than others depending on the content and industry.

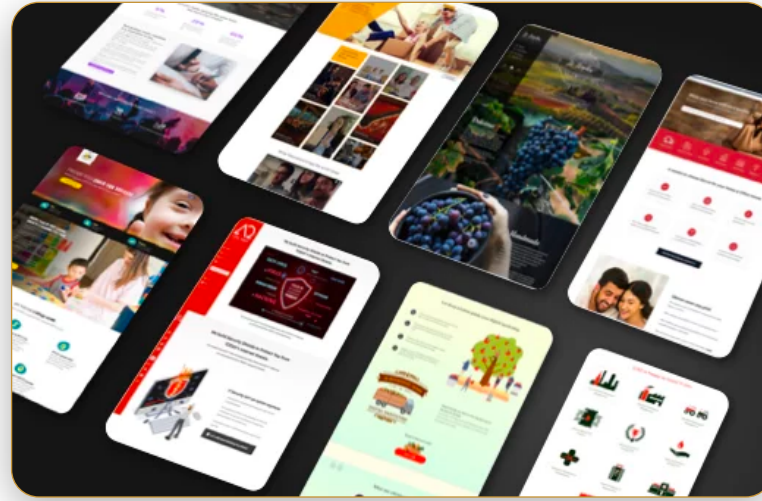
Take the time to understand what your ideal customer wants and needs. Use your lead magnets to provide genuine value to prospective customers.



# Our Services



Branding



User Interface Design



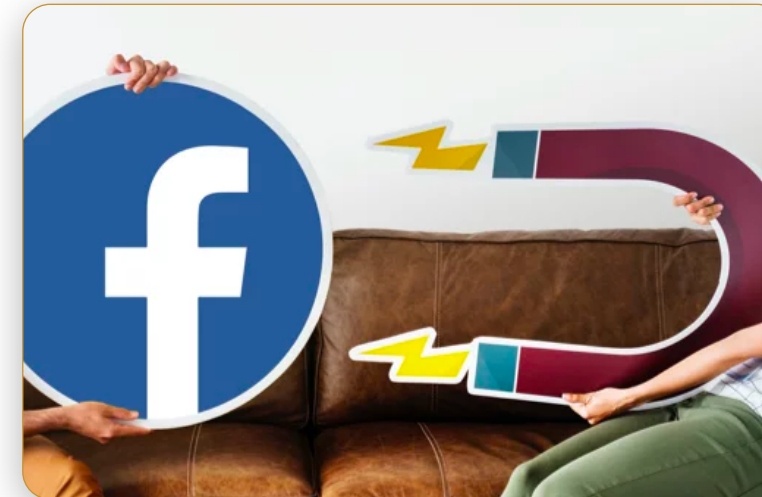
Social Media Marketing



Digital Marketing Training & Consulting



Storytelling Copywriting



Lead Magnet Design



## About ThriveFinity

We craft human-centric digital experiences, and timeless brand identities for growing businesses around the globe.

Customers are people who like stories, emotions and meaningful communication. We craft brands & experiences with character and soul.

We work with clients from the start of their business lives. For others, we are an extension of their current marketing team.

### Result-Oriented Design

Our process is driven by research and strategic thinking. We study and ask a lot of questions. By taking the time to deeply understand the challenges that confront your business, we consistently deliver effective creative solutions.

### Collaborative Partnership

We approach projects as a collaborative partnership. Client participation is encouraged early and often, as we work together to polish and refine concepts into valuable deliverables. Constant communication along with transparent process guarantee our clients outstanding results.

### Guaranteed Success

Our clients trust us because we are as passionate about their project as they are. When our clients succeed, we succeed. We invite you to partner with people invested in your success.



**Pranav Krishna Unni**

*Founder & Art Director,  
ThriveFinity*



## What our Clients say



### Tim Edwards

Market Entry | Product  
Launch | Rapid & Sustained  
Growth | Startup | Marketing  
Consultant | San Jose,  
California, USA.

May 25, 2018

I am happy to recommend ThriveFinity. I have worked with them on many graphic design projects including website design, product packaging, corporate image, brand messaging and advertising design for predominantly tech companies in Silicon Valley, as well as our own wine company in Chile.

They are very good at listening to the customer, and quickly cutting to exactly what we need. They are clever, diligent, a pleasure to work with, and their results are outstanding. My customers love their work. I recommend ThriveFinity without reservation.

### Get Results Now!

 Call

or

 Mail

## AWARDS



## Why Us?

- Harness the expertise from work on 50+ international projects
- The experience that solves digital communication challenges
- Get result-oriented strategies that guarantees ROI
- Complete, done-for-you white-label service with zero risks
- 100% Satisfaction Guaranteed
- No long term contracts, or commitments
- Expertise trusted by clients all over the world
- 30-day money back guarantee

### GET RESULTS NOW!

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or

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