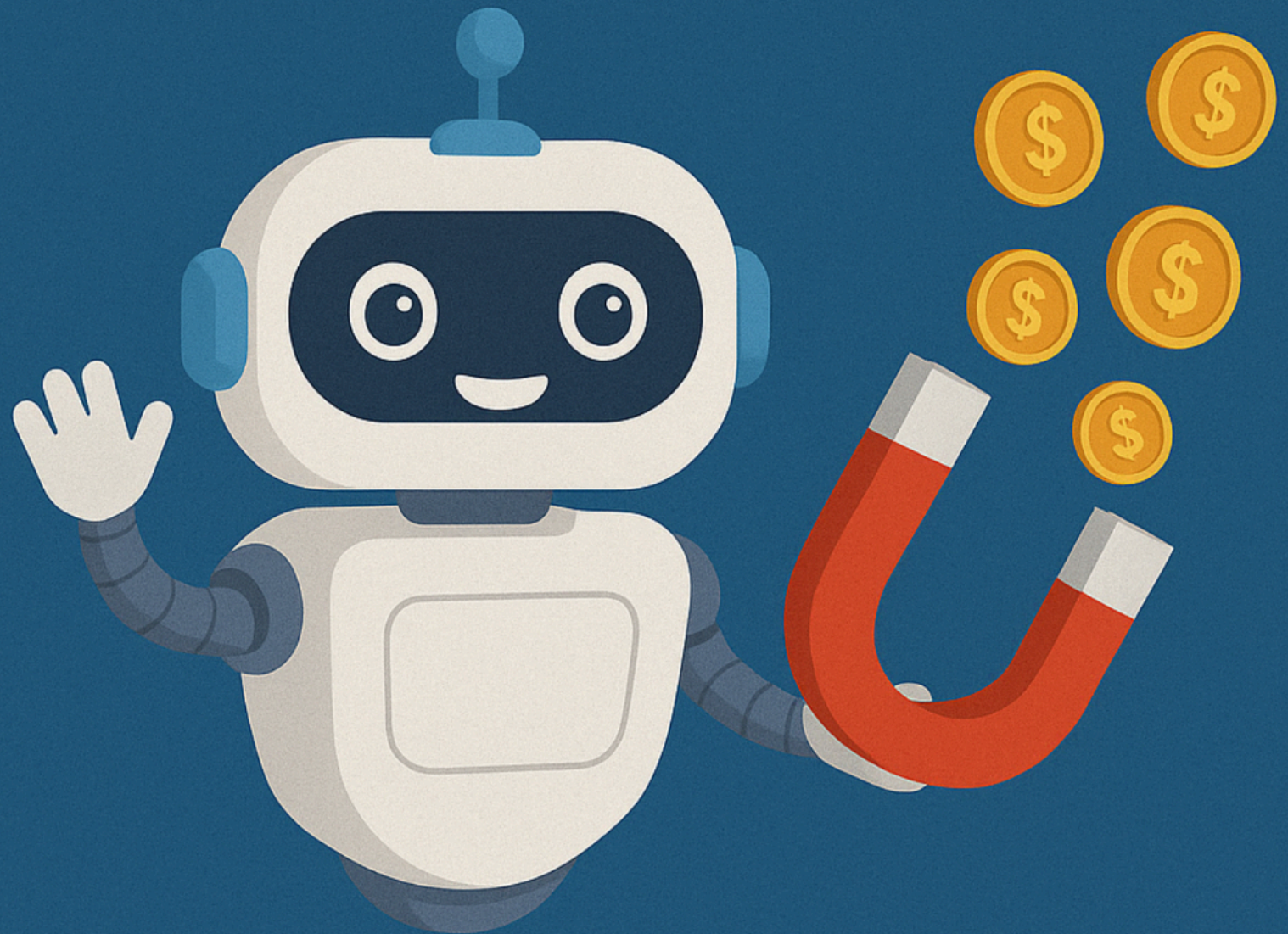


# TURN YOUR CHATBOT INTO A LEAD MAGNET







## Turn Your ChatBot into a Lead Magnet

If you're building an online business, side hustle, or brand, you already know:

Your email list is gold.

And the best way to grow that list? **A lead magnet**

This mini report will show you how to use your bots from **AI Chatbot Master** to do just that:

- Offer a helpful freebie (PDF, video, template, etc.)
- Collect your visitor's email
- Deliver the content instantly
- Start a conversation that leads to sales

Let's dive in and make your bot work *while you sleep*.

### What Is a Lead Magnet?

A lead magnet is anything valuable you give away for free to get someone's contact info—usually their email.

Great lead magnets are:

- Quick to consume
- Highly useful
- Specific to your audience's problem or goal

Examples of lead magnets:

- A short "how-to" PDF
- A checklist or worksheet

- A quick tutorial video
- A starter template or swipe file
- A discount code or special offer

## Why Use a Chatbot for Lead Magnets?

Most people use boring forms on landing pages to collect emails.  
Your ***AI Chatbot Master*** bot makes it way more fun and interactive!

With your bot, you can:

- Start a conversation (not just collect an email)
- Personalize the experience
- Deliver the freebie instantly
- Set up automated follow-ups

All this builds trust faster and increases conversions.

## How to Set It Up Using ***AI Chatbot Master***

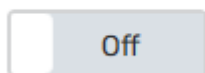
There are two methods to do this. Via a Lead Capture Form or within the chat text itself.

### Capture Form Method

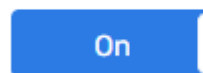
Log Into Your ***AI Chatbot Master*** Dashboard

Go to “*manage*” tab in Campaign and enable Lead Capture.

Enable Lead Capture



Enable Lead Capture



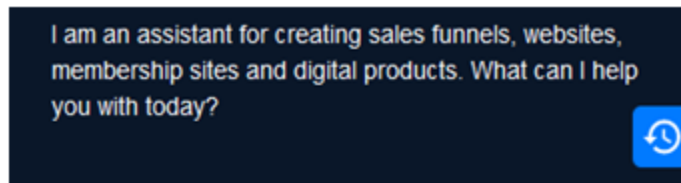
When the feature is turned on it will display the Lead Capture URL - which is where you enter your web hook url.

Enable Lead Capture

On

Lead Capture URL

When the feature is turned on it will display the form below when starting the chat.



We would like to know you more

Your name

Your email

Submit

For colours it is using the predefined questions color scheme so it is unified and you can change all appearing text of the form in the “appearance” tab while editing or adding a campaign

The image shows a lead capture form interface. At the top, there is a label "Lead capture headline text" above a text input field containing the placeholder text "We would like to know you more". Below this, there are three labels: "Lead Capture Name Label", "Lead Capture Email Label", and "Lead Capture Submit Button". Each label is positioned above its respective input field. The "Lead Capture Name Label" is above a field with the placeholder "Your name". The "Lead Capture Email Label" is above a field with the placeholder "Your email". The "Lead Capture Submit Button" is above a field with the placeholder "Submit".

In the Lead capture headline text had something to target your visitor to fill the form. For example “Get access to FREE Report on .....”

To the webhook URL a “name” and “email” variable is POSTED with the entered data for further processing

Connect your email responder and send the freebie automatically.

Thereafter you have a list prospect added to your autoresponder list to email future email offers.

## Chat Message Method

Sometimes people are wary of completing forms and giving details of their email to companies they do not know because of concerns of being spammed. This method resolves this.

Pre-write question and answers for your bot to ask within the chat message

Here’s a ready-to-use message flow you adopt and use in your bot database:

After replying to user first question. Ask the user the following question:

Hey! Want our free guide “10 Ways to .....”?

It's a quick PDF with real examples and tips. I can give you the free download link?

If user says yes reply as follows.

Here is the download link

<https://www.yourdomain.co/freereport>

## Example Lead Magnet (Based on Industry)

Here are some bot lead magnet ideas you can build using your platform:

Business Type	Freebie Idea	Chatbot Message Example
Digital Coach	"Daily Focus Worksheet" (PDF)	"Need help staying focused? I've got a simple tool for that!"
Course Creator	"Course Preview Video"	"Want a sneak peek of my training? I'll send the intro!"
Ecommerce Store	"15% Off Coupon Code"	"New here? Grab a discount code just for you."
Fitness Trainer	"5-Min Morning Stretch Video"	"Want a short, feel-good stretch routine? I'll send the video!"
Freelancer / Agency	"Website Checklist" (PDF)	"Want a pro checklist to audit your site? I've got one ready."
Author/Expert	"Mini eBook or Chapter Sample"	"Curious about my book? I'll send you a free chapter."

## **Tips for Better Results**

- Use a catchy lead magnet title
- Keep messages short and easy to read
- Don't overwhelm—keep each message focused on one action

# Recommended Resources



**Time Saving, Income Generating AI-Powered Master Tools** - Custom-developed to target a very specific task that produces a highly effective outcome.

It eliminates all the guesswork and bad results so that you can achieve your goals with AI much faster. And don't worry – you definitely don't need to be some tech geek or computer whizz to take advantage of these powerful AI tools – in fact, they have been created to be as easy to use as texting a friend.

No Huge Investment – All AI Master Tools are Pocket Budget Friendly.

<https://dazzadigitalmarketing.com/aitools>



**AI Code Lab Master** is a powerful platform that enables you to turn your ideas into real software. Just describe what you want to build, and AI Code Lab Master generates the full code — structured, clean, and ready to use. You can build Web Apps, SaaS tools, Games, WordPress Plugins, Chrome Extensions, Scripts, Bots, Automation tools, Frontend UIs. Simply, if you can describe it AI Code Master can build it. No coding required and no learning curve.

<https://aicolabmaster.com>





**Side Hustle Money Makers** is the leading digital magazine and online source for money making ideas, information and resources for side hustling.

Each issue is crammed full of the latest and best side hustle ideas, opportunities and money making gigs that you can run alongside your work and family commitments.

Plus includes a private subscriber membership site where you get access to an ever-growing resource of tutorials, videos, blueprints, tools, software, plugins, swipe files and so much more.

<https://www.sidehustlemoneymakers.com>

