



Launch Your Lead Magnet

WORKBOOK



PLAN | CREATE | LAUNCH

Workbook

CONTENTS

01.

The Big Problem

Identify your ideal client's biggest pain point and the outcome they need to achieve.

02.

The Solution + Transformation

Identify the solution, lightbulb moment, quick win and trust factor.

03.

The Topic

Name your 'zone of genius' topic and map out your learning points.

04.

The Format

Choose the right lead magnet format for your topic from our list of ideas.

05.

The Content

Plan, write & design your lead magnet using our recommended structure & Canva templates.

01.

The Big Problem

You will probably already know the struggles that your ideal client is facing.
Your lead magnet should directly address their biggest pain point.
If you would like some real insight, I highly recommend our [emotion-based research training](#).

What is your ideal client's biggest problem or pain point?

Do they need to do something:

- better
- faster
- cheaper

Is fixing this problem in your 'zone of genius'?

- yes
- no

What type of problem / need is it?

- New or difficult skill
- Need insider knowledge
- Need a template or tool
- Help with decision making
- Price objection

02.

The Solution + Transformation

Documenting your solution and identifying their lightbulb moment will make or break your lead magnet. The answers you give now will form the basis of your 'hook'.

What lightbulb moment or shift in understanding (biggest takeaway) will it achieve for your ideal client?

What quick win can they achieve?

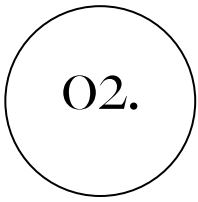
02.

The Solution + Transformation

Now think about how you'd like them to feel after consuming your lead magnet.

What do you want them to know or feel about the topic after they have consumed your lead magnet?

What do you want them to know or feel about YOU after they have consumed your lead magnet?



The Solution + Transformation

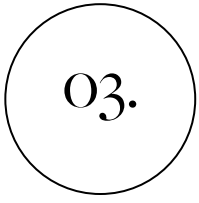
CONT ...

Now it's time to get more detailed about your solution to their problem and visualise the success / outcome they will have if they use your lead magnet.

What is your solution to their biggest problem?
(Bullet point the steps they need to take to succeed)

If they implement your lead magnet, what will be the positive outcome for them?
How will it look or feel for them?

If they don't choose or implement your lead magnet, what will the consequences be?



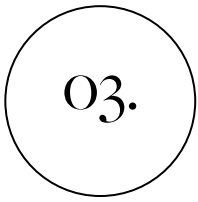
The Topic

At this stage, you might find it useful to read back through your answers so far. In this section we're going to name your lead magnet and focus on your expert 'take' to create a catchy hook.

What is the headline name of your lead magnet?

Don't over think this. Start simple. Then look for alternative words and alliterations. Good lead magnet titles can be success-led or pain-led.

eg. 'How to Create a Knockout Home Page' OR 'Makeover Your Ugly Home Page'



The Topic

Now we're going to focus on your expert 'take' to create a catchy hook.

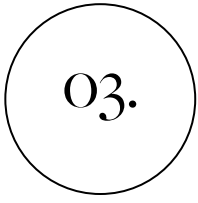
- Say who it's for & what it does
- Expert value
- Transformation
- Consequences of not acting

What is your killer hook to create instant attraction?

If you are struggling with this, ask yourself:

"What do most people think, but I have a better/different take?"

eg. Most people think WordPress is complicated but recent tools make it easier to use than Wix or Squarespace.



The Topic

CONT ...

Now outline their learning journey. How are you going to get them from A to B?
Feel free to add as many learning points as you want at this stage.

Biggest problem:

eg. Think WordPress is complicated.

Learning points:

What will the positive outcome for them? What will they know/do/feel?

eg. Excited about using WordPress and want to try it for themselves.

04.

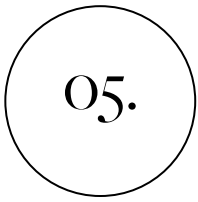
The Format

Now it's time to choose the best format for your lead magnet.
Review your problem/need answer from page 2.

The problem/need is: skill | insider knowledge | tool | decision | price

Thinking about your topic & learning steps, what is the best format for your lead magnet?

Overview approach (Birds eye view) Good for skills, insider knowledge & summaries	Deep dive (Tip of the iceberg) Good for skills & insider knowledge	Utility (Immediate value) Good for tools, decisions & price objections
<ul style="list-style-type: none">• Checklist• Product review• Cheat sheet• Ebook• Short video• Email mini series	<ul style="list-style-type: none">• Ultimate list• Ultimate guide• Cheat sheet• Ebook• Webinar• Mini course• Case Study• Research / report	<ul style="list-style-type: none">• Discount• Free trial• Giveaway• Quiz• Content summary• Template• Tool• Swipe file



The Content

Now it's time to plan your content, but first, let's start with a summary, which will form the basis of your front cover, introduction, promotional posts and sign up pages.

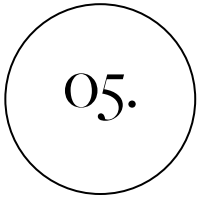
What is the name of your lead magnet?

What is it, who is it for and which pain will it solve?

eg. The pro checklist you need to create a fast, secure and stylish website without missing any important steps.

Write a summary paragraph of what they will learn.

eg. Learn how to set up WordPress correctly, preserve your SEO during a re-design and launch your website without losing any important data.



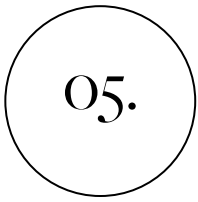
The Content

CONT ...

Use the structure below to bullet point out your lead magnet. You've already planned much of this content already. Now's the time to bring it all together.

INTRO PAGE: summarise their problem, lightbulb moment, quick win & transformation

MAIN CONTENT: Bullet point your learning points or sections in order



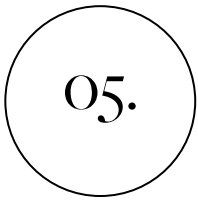
The Content

CONT ...

Finish your lead magnet with a checklist of action points and clearly signpost what they should do next after finishing your lead magnet.

CHECKLIST OR SUMMARY: List of action points

CALL TO ACTION: List the next step plus any links to further learning that you have.



The Content

CONT ...

Finally, think about the content that comes after your lead magnet.

Your lead magnet is the beginning of your marketing funnel, so now is a good time to plan the rest of your nurturing content to make sure that you build momentum and that the rest of your content makes sense.

What are the 3-5 subjects you plan to cover in your follow up emails?



Launch Your Lead Magnet WORKBOOK

Congratulations!

You've planned an awesome lead magnet.
Now let's get building...

Download one of our Canva lead magnet
templates to get your lead magnet built quickly.



CANVA E-BOOK TEMPLATE



CANVA CHECKLIST TEMPLATE



CANVA INSIDER GUIDE TEMPLATE