

DEVELOPING YOUR LEAD MAGNET



Crafting an effective lead magnet can be tricky—it might take a few tries to nail. But once you do, it becomes a powerful tool in your marketing funnel. Use this worksheet to develop and deploy a lead magnet that truly delivers results!



While AI can streamline the writing process, it doesn't replace the expertise or the insights you'll gain from experience and hands-on testing. The materials created here are a place to start. They could completely fall flat. You don't know until you launch. Expect to update or completely change them as you learn how your audience responds.

What is a lead magnet?

A lead magnet is something free you give away—like a sample, trial, white paper, or free consultation—in exchange for contact info (like an email). It's a smart way for marketers to attract potential clients and turn them into leads.

Review example lead magnets:

Examples:

- [Lead Magnet #1](#)
- [Lead Magnet #2](#)

Anything you like/dislike about these? Write out your observations:

A decorative graphic on the right side of the form area, consisting of several overlapping, curved teal lines that resemble a stylized 'C' or a partial circle.

STEP 1 Define Your Lead Magnet Concept and Ideal Client

A KILLER LEAD MAGNET CONCEPT SHOULD...

- Solve a specific problem your ideal client faces
- Offer quick value (think: "aha!" moment in 5-10 minutes)
- Showcase your expertise without giving away the farm
- Be easily digestible (checklists, short guides, or templates work great)

Who is this lead magnet for?

Examples:

- "An employee at a tech startup with equity compensation."
- "People living in Long Island who are about to retire and want to lower their cost of living."
- "A Christian that just received a large amount of money."

Write your lead magnet concept:

What valuable nugget of wisdom can you offer your ideal client? Maybe it's a cheat sheet, a mini-course, or a mind-blowing checklist.

Examples:

- "Relate biblical principles to how a Christian should approach handling recently coming into money."
- "Help long islanders realize they could retire somewhere else to reduce their cost of living."
- "Introduce the basics of using equity compensation to create financial freedom to an employee at a tech startup."

AI Prompt



Instruction text (copy and paste this into the tool):
"Help me with step 1 in the Develop Your Lead Magnet Workbook Worksheet."

STEP 2 Identify Three Ways This Could Help Your Ideal Prospect

Let's dig into how your lead magnet could help your ideal prospective client. Think about positive outcomes they could experience after consuming your lead magnet.

Three ways it could help your ideal prospect:

AI Prompt



Instruction text (copy and paste this into the tool):
"Help me with step 2 in the Develop Your Lead Magnet Workbook Worksheet"

1. _____
2. _____
3. _____

STEP 3 LLM Prompt for Lead Magnet Creation

During the workshop, you'll have access to a specialized LLM tool to help create the body content for your lead magnet. This will serve as the draft for you to edit and refine.

Write your body content:

AI Prompt



Instruction text (copy and paste this into the tool):
"Help me with Step 3 in the Develop Your Lead Magnet Workbook Worksheet"

STEP 4 Review and Refine Your Lead Magnet

Once you receive the output from the a.i. in the previous step, review the content and make any necessary adjustments to ensure it aligns with your voice and expertise. **Copy and paste the draft into your word processor of choice and finalize your edits there.** How you go about refining the content is up to you.

TIPS

- AI-generated content is only a starting point. It needs to be edited and refined
- Spend some time going back and forth between the output and the model, providing feedback on what you like and don't like, adding your personal insights and examples to make it even more valuable

STEP 5 Create, Design and Finish!

Once your edits are complete, add some visuals to give it a good look before you wrap it up.

You can use Canva ([canva.com](https://www.canva.com)) or **templates in Microsoft Word or Google Docs** as a starting point for the design. Once you're finished, export the file as a PDF, and voilà!, you've got your lead magnet

Thoughts to Finish With

These exercises are just the start. Creating an effective marketing funnel and lead magnet is a process. It requires experimentation, persistence, and a deep understanding of your ideal clients. But having a marketing funnel that works is worth the effort!

* Want the Lead Magnet templates? Send an email to greg@wilnaudesign.com and include "Send me the stuff" in the subject line!

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