

TEMPLATE 5: The Lead Magnet Builder

(Create a lead magnet people actually want to finish)

A big mistake regarding lead magnets is that they try to teach you too much.

So people:

- download it
- skim it
- forget it exists

That's not what you want.

A good lead magnet should feel simple, useful and actionable

People should finish it thinking: "This actually feels doable."

Make your own copy to fill in:

File → Make a copy

QUICK RULES BEFORE YOU START

Your lead magnet should:

- ✓ solve ONE problem
 - ✓ create ONE quick win
 - ✓ feel easy to consume
 - ✓ naturally lead into your offer
-

STEP 1: WHO IS THIS FOR?

Be specific.

Not: “everyone”

Good niches feel recognizable immediately.

MY AUDIENCE

EXAMPLES

- busy dads
 - beginner creators
 - overwhelmed freelancers
 - stressed entrepreneurs
 - busy women trying to lose weight
 - couples struggling with communication
-

STEP 2: WHAT PROBLEM AM I SOLVING?

Choose ONE problem. Not ten.

People join lead magnets because they want relief from something specific.

MY MAIN PROBLEM

EXAMPLES

- no time
- overwhelmed by online business
- inconsistent workouts
- low energy
- money stress
- disconnected relationship
- too much overthinking

STEP 3: WHAT QUICK WIN CAN I GIVE?

This matters a lot. Your lead magnet should create movement

Not just information.

Ask yourself:

“What small result can they experience quickly?”

MY QUICK WIN

EXAMPLES

- first online post
 - first CTA
 - first landing page
 - first healthy routine
 - first intentional conversation
 - first simple funnel
-

STEP 4: MY LEAD MAGNET TITLE

Good titles are:

- clear
 - simple
 - outcome-focused
-

MY TITLE

TITLE FORMULAS

The [TIMEFRAME] [RESULT] System

The Simple [RESULT] Blueprint

The [RESULT] Reset

The [RESULT] Framework

EXAMPLES

- The 5-Day Income System
 - The 7-Day Energy Reset
 - The Simple Relationship Reset
 - The Busy Dad Email Blueprint
-

STEP 5: MY SUBTITLE

Your subtitle should explain:

- what they get
 - who it's for
 - how it helps
-

MY SUBTITLE

EXAMPLES

“Build your first online income system in 30–60 minutes a day.”

“Simple health systems for busy adults.”

“A calmer approach to improving communication and connection.”

STEP 6: MY LESSONS / DAYS

Keep this simple.

3–5 lessons is usually enough.

LESSON / DAY 1

LESSON / DAY 2

LESSON / DAY 3

OPTIONAL — LESSON / DAY 4

OPTIONAL — LESSON / DAY 5

EXAMPLE: WEALTH

Day 1 - Why most people stay stuck

Day 2 - The simple income model

Day 3 - Content + email

Day 4 - Simple offers

Day 5 - First action plan

EXAMPLE: HEALTH

Day 1 - Why motivation fails
Day 2 - Simplifying meals
Day 3 - Lower-friction workouts
Day 4 - Stress + consistency
Day 5 - Sustainable routines

EXAMPLE: RELATIONSHIPS

Day 1 - Why distance grows quietly
Day 2 - Attention habits
Day 3 - Better communication
Day 4 - Removing distractions
Day 5 - Rebuilding connection

STEP 7: THE CTA AFTER THE LEAD MAGNET

Your lead magnet should naturally lead toward your paid offer

Without feeling forced.

MY CTA

CTA EXAMPLES

- Start the full system here:
 - Get the complete framework:
 - Build the full version here:
 - Learn the deeper strategy here:
-

STEP 8: THE SIMPLE LEAD MAGNET MAP

Fill this in:

AUDIENCE

↓

PROBLEM

↓

QUICK WIN

↓

LESSONS

↓

CTA

↓

OFFER

FINAL CHECKLIST

Ask yourself:

- ☐ Is the problem specific?
- ☐ Is the promise clear?
- ☐ Is this easy to consume?
- ☐ Does it create a quick win?
- ☐ Does it naturally lead into my offer?

If yes:

good.

Launch it.

Do NOT spend months perfecting lead magnets. The best lead magnets usually become better after real people use them. That's important to remember.