

Lead magnets in every shape and size can be successful – as long as you show your audience that you can solve a specific problem they are experiencing right now.

You can use this template as a guide, but feel free to change it up based on your business needs & your unique voice.

Here are some lead magnet opt-in pages we love for inspiration:

- [Simone Seol's 7 offbeat ideas that took me from 0 to my first \\$100,000](#)
- [Krystal Woods' Essential Guide the Human Design](#)
- [Ann Nguyen's Sensual Radiance Activation Meditation](#)
- [Carolyn Elliott's *Existential Kink* book preview](#)

Here's the template:

Lead Magnet Page Copy

Title of Lead Magnet

Tagline

Write a brief tagline that encapsulates the desired end result people will get if they opt-in for your lead magnet.

Example:

Download my free guide to become part of a new wave of conscious leaders & coaches changing the paradigm.

Discover the 9 magical practices that have freed up 20 hours of space in my schedule every week.

Opt-in Form

Background / Explanation

Why is your lead magnet going to change the lives of the people who download it? Explain here.

Here's an example of the lead magnet copy we created for our lead magnet, the Soul of Your Business Free Meditation:

Did you know your business has its own soul & can actually guide you and be your ally for growth?

So you can:

- *Feel deeply supported during every stage of your business, because you know you're not in it alone*
- *Say goodbye to analysis paralysis forever with renewed clarity around your business' purpose in the world*
- *Build a dream team that understands your business' mission as well as you do*
- *Set boundaries aligned with your personal values and the values of your business*

Download the free 20-minute guided meditation to meet the Soul of your Business now.

Thank You Page Copy

Demonstrate gratitude or excitement that they signed up

Examples:

Thanks for signing up!

Yay! You're all registered for my exclusive masterclass.

We've received your application & we're so excited to look it over.

Tell them the next steps

Tell them exactly when they should expect to hear from you next & what the next steps are, so they know right away what they need to do & they aren't left with any confusion.

Examples:

Your free guide will arrive in your inbox within the next 10 minutes.

My team will reach out to you shortly to let you know the next steps.

Tell them how else they can connect with you

In the meantime, I'd love to connect with you:

Follow me on Instagram / Facebook [LINK]

Apply for 1:1 coaching / Join the waitlist for my mastermind [LINK]

Don't forget to check out my other freebies – I made them just for people like you who [indicate what you know about them based on their decision to opt-in to your lead magnet or offer. E.g., “magical business owners ready to up-level their business while staying in their integrity.”].

Lead magnet/offer [LINK]