

LEAD MAGNET CRAFTING BLUEPRINT





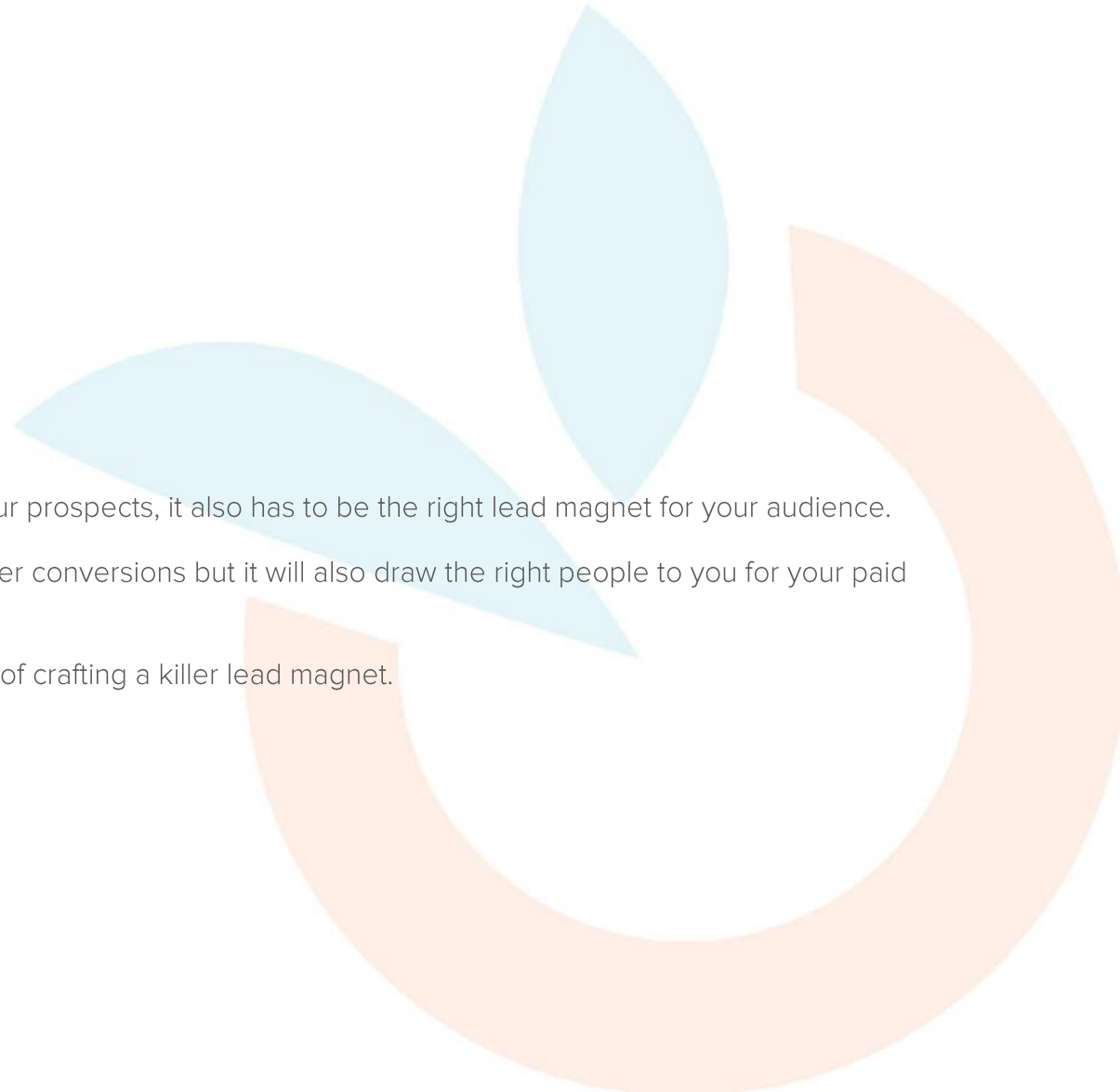
INTRODUCTION

It's not enough to have a lead magnet to offer your prospects, it also has to be the right lead magnet for your audience.

An awesome lead magnet will not only have higher conversions but it will also draw the right people to you for your paid offers.

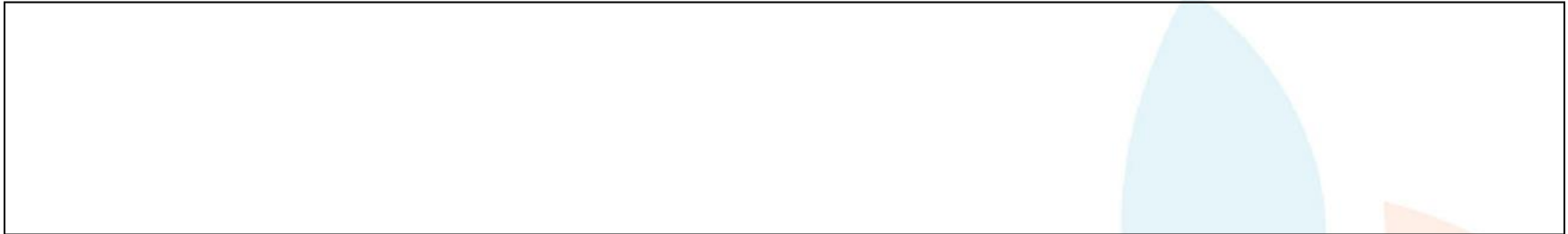
In this blueprint, I'll walk you through the process of crafting a killer lead magnet.

Sharon Hayes

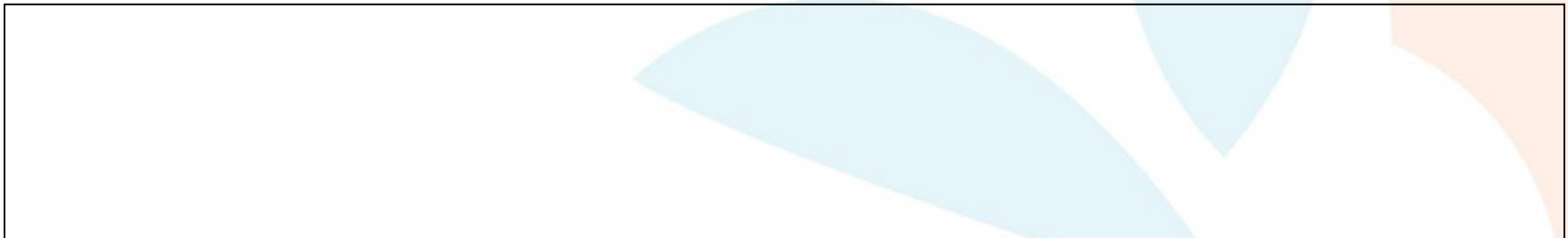


LEAD MAGNET CRAFTING

What worries and fears are keeping your ideal client up at night?



What does your ideal client wish they could change about their lives?



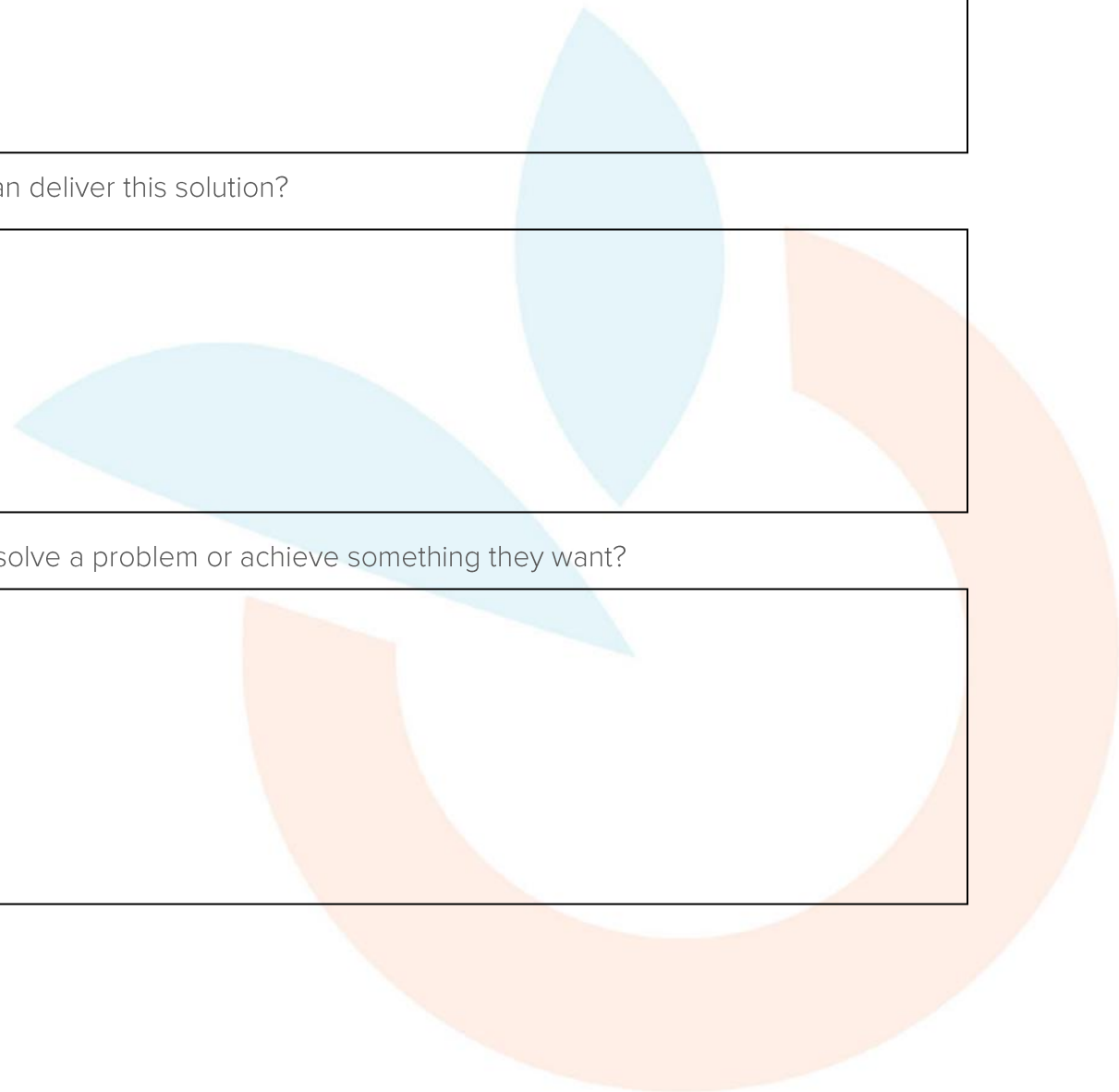
What solution can you offer that your ideal client can't easily find?



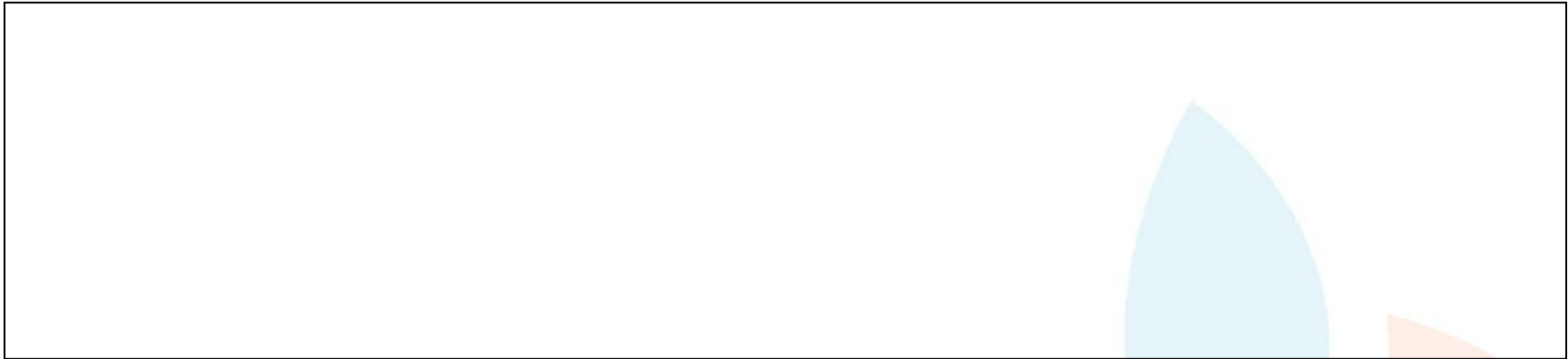
What specific fears or false ideas might your ideal client have about solving this problem?

What specific framework have you created that can deliver this solution?

How can your lead magnet help your ideal client solve a problem or achieve something they want?



What 3-5 bullet points describe what your ideal client can gain from your lead magnet?



What is the next step in the process? I.e. a telephone call, purchasing, something else?



How does this lead magnet lead naturally to your offer or next step in your process?



GIVING YOUR LEAD MAGNET A GREAT NAME

1. It should give a silver bullet
2. It should make a specific promise
3. It should reduce fear and hesitation

Examples:

- How to lose 5 pounds in a week even if you hate exercise
- How to double your profits this year without working more hours

