

Guiding Step 3: Creating a Lead Magnet

Remember, creating your lead magnet is just the beginning of the incredible impact you're about to make. You're giving your Ideal Clients and Ideal Community Members a true gift—one that could be the spark they've been waiting for to start their transformation.

Trust this journey, pour your heart into each step, and know that every piece of content you create brings you closer to those you're meant to serve. Your voice, your insights, and your story are exactly what your audience needs. Keep moving forward—you're making a difference that truly matters. #youmatter

As you share your gifts, you're not only growing your business; you're enriching lives in ways that only you can.

"Trust in the Lord with all your heart and lean not on your own understanding; in all your ways submit to Him, and He will make your paths straight." — Proverbs 3:5-6

Keep going with faith and confidence. You've got this!

Consider your lead magnet as a valuable resource you freely offer in exchange for your Ideal Community Member's (ICM) or Ideal Client's (ICP) name and email. It's the first step in building a meaningful connection with your audience, offering them a glimpse of the transformation you can provide.

Why This Matters

Your lead magnet is a powerful way to establish yourself as a trusted voice in your niche, paving the way for stronger, deeper connections.

Think of it as a bridge, gently guiding your ICM or ICP toward the transformative knowledge and insights you'll share in your course.

Your Lead Magnet Mindset

When creating your lead magnet, keep your ICP and ICM at the forefront. What do you want them to understand, believe, or feel about your guiding edge? Step into their world: what struggles are they navigating? What questions are they seeking answers to? Use these insights to create a lead magnet that feels like an unexpected gift—one they didn't realize they needed but can't imagine moving forward without.

When your Ideal Client or Ideal Community Member downloads your lead magnet, you want them to think, *"Wow! I can't believe this is free—it's incredibly valuable and feels like it was crafted just for me. If this is the free content, I can only imagine how amazing the paid resources*

AI Insights

Bonus Tip: If you're having trouble crafting an actionable lead magnet, try using the prompts below to get AI's help in brainstorming. Remember, AI-generated content is just a starting point—be sure to refine it with your unique tone, voice, and personal stories to make it truly yours.

AI Prompt for Lead Magnet Topics:

"List five lead magnet topic ideas that deliver immediate value or 'quick wins' to [describe your Ideal Client or Ideal Community Member]. Each topic should be simple, actionable, and directly related to [insert a common challenge or goal your Ideal Client has]."

AI Prompt for Lead Magnet Titles:

"Generate five engaging titles for a lead magnet designed for [describe your Ideal Client or Ideal Community Member]. Each title should clearly communicate the value and address [insert need, problem, or desire your lead magnet aims to fulfill]. Aim for clarity and a compelling hook to encourage your audience to download the [specify lead magnet type]."

AI Prompt for Lead Magnet Outlines:

"Create a detailed outline for a [insert lead magnet type] on [specific topic]. Include key sections to cover, essential points to highlight, and actionable steps that provide quick wins for [describe your Ideal Client or Ideal Community Member]. My unique approach to this topic is [insert anything specific you'd like included or that makes your approach unique]."

STEP 1: CHOOSING YOUR LEAD MAGNET TOPIC

As you decide on your lead magnet topic, remember that your Ideal Client and Ideal Community Member are searching for solutions to their pressing challenges or a way to fulfill meaningful desires. Your content starts the conversation with them, meeting them where they are and addressing that immediate need.

Your lead magnet takes it a step further, opening the door to a deeper, more impactful connection. This is your opportunity to show that you truly understand their struggles or aspirations and can guide them toward real results.

Take a few minutes to reflect on these questions as you narrow down your lead magnet topic:

- What's the number one question your ICM or ICP might still have after reading or listening to your content?
- What's a quick win you can offer that directly speaks to their current challenges or goals?
- What resource could be so valuable that they'd say, "I can't believe this is free!"

Focus on your ICM and ICP's immediate needs, pressing questions, and small but powerful wins you can help them achieve. Make sure your topic aligns with your content, naturally building on the conversation and setting the stage for your course, workshop, or offer.

Using your answers, complete this statement:

My lead magnet topic is: Dances To Finances

STEP 2: DECIDING ON YOUR LEAD MAGNET TYPE

Now that you've chosen your topic, it's time to decide on the type of lead magnet that will resonate most with your audience. Take a moment to reflect on these options, and choose the one that best aligns with your topic, how your Ideal Client or Ideal Community Member prefers to consume content, and, most importantly, a type you're excited to create!

Here are four options to consider:

- **Cheat Sheet:** This option provides steps, examples, and visuals to illustrate a strategy. It's easy to skim and perfect for delivering those quick wins that your audience will love.
- **Checklist:** A checklist helps your audience stay on track with clear steps in your process. It's practical, keeps them motivated, and ensures they don't miss anything important.
- **Guide:** More detailed than a checklist or cheat sheet, a guide offers a comprehensive roadmap with stories and examples. It's highly actionable and delivers exceptional value.
- **Video or Audio Training:** This format allows your audience to experience your content more personally, hearing your voice or watching you in action. It's perfect for building a deeper connection and sharing your unique teaching style.

Choose the type that feels right for you and your Ideal Clients or Community Members.

This is all about creating something you're thrilled to share that also meets them right where they are.

STEP 3: CREATING YOUR LEAD MAGNET CONTENT

Imagine your regular content as the front door, welcoming your audience into the main lobby to experience your message and style. But your lead magnet? That's like inviting them into the VIP lounge—a special, insider experience where they access your most valuable insights, tailored just for them.

With lead magnets, less is often more. It should deliver real value for your Ideal Client or Ideal Community Member while sparking their curiosity to keep learning with you.

Whether you're creating a PDF, audio, or video, the process should be simple, engaging, and enjoyable. Let's dive in!

- **Begin the Writing Process:** Find a quiet space to draft your content in a Google Doc. Focus on clear, actionable steps, and break down the material into logical, manageable segments.
- **Think About the Win:** Consider the specific result or “win” your lead magnet will provide. Think through the steps you took to achieve that result and cover each essential step.
- **Deliver Value with Simplicity:** Keep it easy to digest with direct language, bullet points, and numbered lists. Aim to be clear, valuable, and to the point.
- **Engage and Motivate:** Write warmly and encourage your Ideal Client or Ideal Community Member as if speaking directly to them. Use questions and prompts that inspire action and keep them moving forward.
- **Craft Your Title:** Make your title clear, specific, and benefit-focused. For example, "Faith-Fueled Marketing: 10 Strategies to Grow Your Business with Purpose and Integrity" or "The Ultimate Faith-Driven Business & Marketing Roadmap: From Purpose to Profit."

Now that you've crafted your lead magnet, here's how to bring it to life based on your chosen format:

For Written Content: Move your finalized copy from Google Docs into a professional template. Canva is ideal for this, with customizable options for “Cheat Sheets,” “Checklists,” and “Guides.”

For Audio Content: Follow your outline to record an MP3 file using your smartphone or laptop. You can upload the audio to HelloAudio or share it directly through Google Drive or Dropbox.

For Video Content: Use your smartphone or laptop camera to record. If desired, add polish with simple editing in iMovie, but authentic, unedited videos work beautifully too. Host on YouTube as an unlisted video, or share via Google Drive or Dropbox to keep it exclusive.

Incorporate Quality Visuals: Elevate your lead magnet with high-quality images from stock photo sites like Social Curator or Pexels. Canva's built-in library also has many options to choose from.

Add Your Personal Touch: Consider including some of your own photos to bring authenticity. Even smartphone photos work well and add a relatable feel.

Remember, your lead magnet is all about creating something valuable and memorable that encourages your Ideal Clients and Ideal Community Members to take that next step with you.