



LEAD MAGNET STRATEGY WORKBOOK

By Mosa Tamryn



WELCOME!!!

Hello Hello

I'm Mosa Tamryn, a creative copywriter in the B2B space and the founder of MoTamWorks, your partner in creative copy.

If you've never created a lead magnet before or haven't seen great results from your previous attempts, this workbook is here to introduce you to a whole new approach.

It's designed to help you create lead magnets that grab attention and actually convert traffic into leads.

Carefully curated to simplify the entire process, this workbook guides you through planning your lead magnet content; from defining your target audience and setting clear goals to exploring 25 FREE Lead Magnet Ideas.

By the time you're done, you'll have a foolproof lead magnet (or two) ready to attract quality prospects effortlessly.

This is my gift to you, and I hope it sparks your curiosity about how we can make B2B content just a little more creative.

xo, Mosa.

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NOTE:

It's recommended to use Adobe Acrobat for completing this workbook.

YOUR TARGET AUDIENCE

Get crystal clear on who you're talking to. This section is all about defining your dream clients, understanding their common triggers, and how you can help. The more specific, the better, so that you can create products or offer services that will resonate with them.

WHO ARE THEY?

Industry:

Profession:

Company Size:

Location:

What common challenges do they face?

Where can you find your audience? List online communities, events, etc.

What's a problem your clients don't realize they have but you can solve?

What's a common question your clients ask you?

What's a quick solution you can offer your target audience based on this question?

What's is something your audience would appreciate that you can offer for free or at low cost?

YOUR COMMUNICATION STYLE

Focus on what your target audience wants from you and how to address them. Whether you're warm or strictly professional, this section ensures your messaging lands correctly.

Define your brand voice/tone

Examples of phrases you use often:

Words to avoid:

YOUR DESIRED FORMAT

There are various types of lead magnets, each serving different business goals and audience preferences. Here are some highly effective formats to consider:

- **Checklists:** Perfect for step-by-step guidance.
- **eBooks:** Great for in-depth information sharing.
- **Templates:** Time-saving tools your audience can use directly.
- **Webinars:** Live or recorded interactive and informative sessions.
- **Free Consultations:** Allow prospects to experience your product/service firsthand.

Visualise your format:

- ☐ Is your target audience more likely to engage with visual or text content?
- ☐ Will your format encourage your audience to share it with others?
- ☐ Would a video or webinar format resonate with your audience's learning style?
- ☐ Does your audience consume most of their content via the web, email, social media, or digital downloads?
- ☐ Does your audience prefer detailed explanations or summarised information?
- ☐ Can your idea easily be explained through short-form content?

YOUR IRRESISTABLE OFFER

Time to create an offer no one can say no to...From bold headlines to a clear value proposition, this section helps you clarify exactly what your business has to offer and makes your lead magnet stand out.

What problem does your lead magnet solve?

Why is it valuable to your audience?

How will it help your audience achieve their goals?

Do you want your lead magnet to position you as an authority in your industry?

Do you want to showcase your expertise or solve a problem?

Does this lead magnet support your sales funnel directly?

Can you produce it quickly without sacrificing quality?

What action will your audience take after using your lead magnet?

Are all tools and resources needed to produce this lead magnet readily available?

Core Details:

Format:

Length:

Value Proposition:

Cost:

YOUR DELIVERY OPTIONS

There are several ways to deliver your lead magnet to ensure it reaches your audience in the best possible way. Explore the best ways to get it into your audience's hands (or inboxes) with ease.

- **Email Delivery:** Automatically send the lead magnet as a downloadable file when someone signs up.
- **Download Page:** Redirect subscribers to a dedicated page where they can download the lead magnet.
- **Membership Area:** Provide access to a private membership portal with exclusive resources.
- **Direct Links:** Share a direct link to the resource through social media or email campaigns

Things to consider:

Will delivering your lead magnet require a follow-up action?

YES ☐ NO ☐

Can you personalize the delivery process for your audience?

YES ☐ NO ☐

Will the delivery platform of your lead magnet bring prospects one step closer to making a purchase?

YES ☐ NO ☐

Are there any barriers that could prevent your audience from easily accessing the lead magnet?

YES ☐ NO ☐

Would you implement gamification into your lead magnet? If so, how?

YES ☐ NO ☐

LEAD MAGNET CHECKLIST

Check it before you wreck it! This handy list ensures your lead magnet is primed and polished to perfection before it makes its grand debut. Use this checklist to ensure your lead magnet is ready to go. (Mark with a ✓)

Solve a problem

- ☐ Does it help the audience save time?
- ☐ Does it provide a solution to a specific challenge?
- ☐ Does it simplify a complex process?

Easy to use

- ☐ Is it quick to implement?
- ☐ Are there templates, examples, or step-by-step instructions?
- ☐ Can it be consumed and/or applied in under 10 minutes?

Offer tangible results

- ☐ Does it help the audience achieve a specific goal?
- ☐ Does it offer measurable outcomes
- ☐ Can the audience see immediate benefits or improvements?

Encourage Action

☐

Does it hint at the value of your paid offerings?

☐

Is it something your audience would eagerly trade their contact information for?

☐

Does it motivate the audience to take the next step in your funnel?

Does it have a visually appealing and professional design?

(If no, what areas need improvement?)

YES

☐

NO

☐

Have you tested your lead magnet for functionality (e.g., links, downloads)?

(If no, what still needs testing?)

YES

☐

NO

☐

Does it align with your brand's tone and values?

(If no, where does it feel disconnected?)

YES

☐

NO

☐

CONGRATULATIONS

Congratulations on completing this workbook!

You now have a solid foundation to create a lead magnet that not only reflects your brand but also delivers real value to your audience.

Thank you for taking the time to complete all the activities in this workbook, but more importantly, I'm proud of you for being bold and stepping out to try something new.

It might work perfectly for your business or could feel like you're straying from the core of your brand by trying a different approach...but how will you know unless you give it a shot?

And remember, the most effective lead magnets evolve with your audience's needs, so don't be afraid to revisit and improve your work over time.

As an added token of appreciation, I have given you a lead magnet **cheat sheet** to help you get started immediately, and it can be found on the last page of this workbook.

WANT TO PARTNER WITH MOTAMWORKS?

You now have the formula to create a very powerful lead magnet, but do you have the willpower to bring it to life?

If creating content isn't your strong suit or simply happens to be the least enjoyable part of your job, then worry not...this is where I come in.

Partnering with me means:

- Transforming ideas into results and turning leads into clients
- A collaborative partnership, because your success is my success
- Less work for you, so you can focus on what matters most

And here's a little special bonus: When you partner with MoTamWorks for the first time, you'll receive a complimentary piece of copy, because I believe in sharing value from day one.

If you are ready to invest in creative and informative content that is developed to meet the needs of your brand then click the button below to pick a copywriting package that fits best...

VIEW PACKAGES NOW

Your success is my favourite story to tell

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Lead Magnet Cheat Sheet

**25 Irresistible Lead
Magnet Ideas Your
Audience Will Actually
Want To Sign Up For**



Your Free 25 Irresistible Lead Magnet Ideas Template

1. **Starter Guide:** How To Get Started With [Niche Topic] So You Can [Desirable Outcome]
2. **Step-By-Step Guide:** How To Achieve [Desirable Outcome] In [X] Fast & Simple Steps
3. **Essential Checklist:** [X] Essential Items/Requirements/Criteria You Need For [Desirable Outcome]
4. **Infographic:** [Niche Topic] Simplified
5. **Strategy Guide:** The Proven Strategy To Get [Desirable Outcome]
6. **Playbook:** [X] Next-Level Tactics To Improve Or Transform Your [Niche Topic] Results
7. **FAQ Guide:** Honest & Reliable Answers To Your Top [X] [Niche Topic] Questions
8. **Tools & Resource Guide:** [X] Recommended Tools & Resources For [Niche Topic Or People]
9. **Expert Guide:** [X] Secret Tips & Tactics From Top [Industry] Experts
10. **Dos & Don'ts Guide:** [X] Common [Niche Topic] Mistakes To Avoid And What To Do Instead
11. **Pros & Cons Guide:** The Pros & Cons Of [Niche Topic] And How To Decide What's Right For You
12. **Fact Sheet:** [X] Essential Research-Backed Facts You Need To Know About [Niche Topic]
13. **Trend Report:** [X] [Niche Topic] Trends You Simply Can't Ignore
14. **Information Pack:** Everything You Need To Know About [Niche Topic]
15. **Mythbuster Guide:** [X] Myths And The Truth About [Niche Topic] According To A Qualified Expert
16. **Tips & Tricks Guide:** [X] Genius Tips & Tricks For [Niche Topic] Or [Desirable Outcome]
17. **Ideas & Inspiration Guide:** [X] Creative Ideas For [Niche Topic] Or [Desirable Outcome]
18. **Workbook:** Fill-In-The-Blank Questions To Gain Clarity On [Niche Topic]
19. **Self-Assessment Guide:** [X] Questions To Assess Your Level Of [Niche Topic] Knowledge and Identify Areas of Improvement
20. **Product Sample Quiz:** Complete This Short Quiz and Get Your [Product] Sample
21. **Survival Guide:** How To Get Through [Common Niche Challenge] Without Losing Your Sanity
22. **Progress Tracker Template:** Your Daily Tracker To Help You Achieve Your [Niche Topic] Goals
23. **Roadmap:** Your Roadmap Blueprint To Support Your [Niche Topic] Journey
24. **Planner:** 30 Day Planner To Help You Plan And Achieve [Desirable Outcome]
25. **Task Guide:** [X] [Niche Topic] Activities/Tasks You Can Do For [Desirable Outcome]