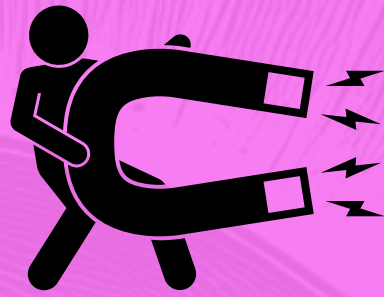


Lead magnets for new coaches



**Create a Lead Magnet That Builds
Trust and Starts Real Conversations**





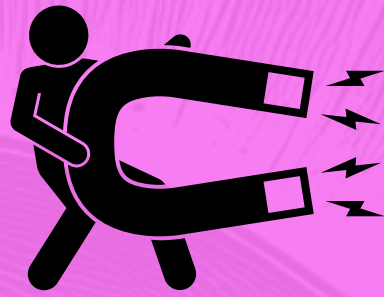
What's a Lead Magnet?

**A simple freebie
that starts a conversation**

Usually a:

- **PDF**
- **guide**
- **checklist**





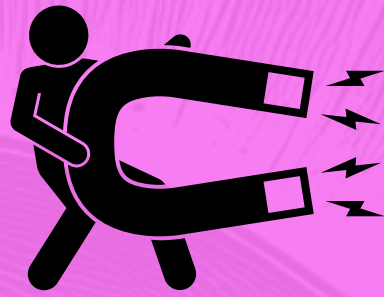
Why it works

A good lead magnet:

- Builds trust
- Is clear & specific
- Offers a small, clear win
- Is easy to finish
- Is aligned with what your client is already thinking about

It gives them a clear next step.





What to avoid

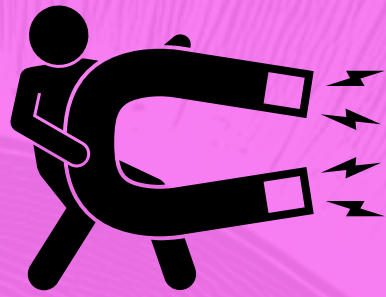
Skip:

- long how-to documents
- vague advice
- overstuffed downloads

Instead, aim for:

- short
- clear
- useful

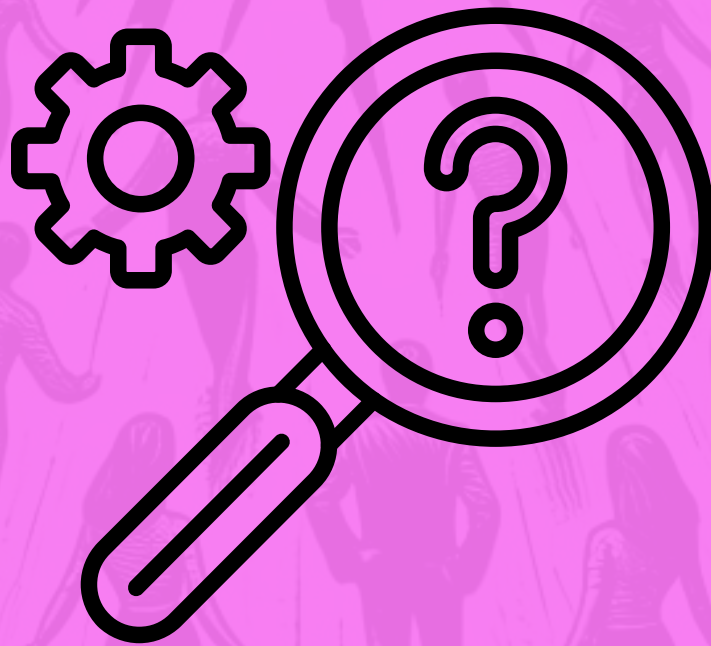




When to use it

When someone:

- shows interest
- replies to a post
- asks a question



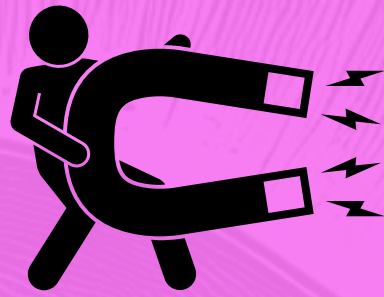


Where to share it

- ✓ **Direct Message**
- ✓ **Email signature**
- ✓ **Your bio link or homepage**
- ✓ **Social Posts & Stories**
- ✓ **Facebook & LinkedIn Groups**
- ✓ **Pinterest & Blog Articles**
- ✓ **Podcast Interviews**
- ✓ **Comments or collaborations**

Mention it naturally when it fits the moment.





Delivery methods

Manual

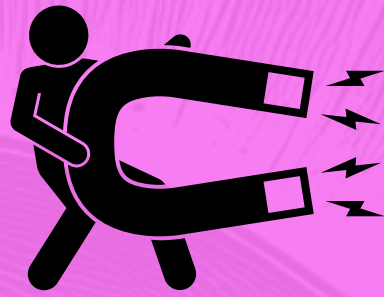
Send it yourself and make it personal

Automated

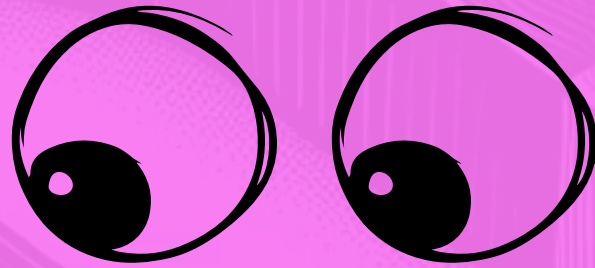
- **Landing Page:** Make it clear & compelling.
- **Email Automation:** Auto delivery via Kajabi, ConvertKit or Mailchimp
- **Follow-Up:** A few thoughtful emails can help continue the conversation

Pro Tip: Segment your email list so you can personalize future messages!





What to Notice



- Are people signing up?
- Are they opening or clicking?
- Are they asking to work with you?

If they're not signing up:

Check your title or where you're sharing it.

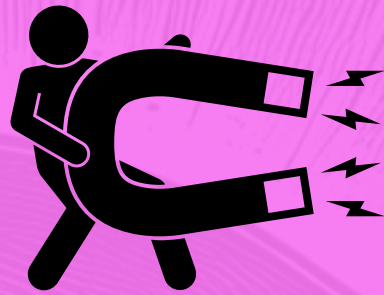
If they're not opening emails:

Test different subject lines or sending times.

If they're not following up:

Make sure your lead magnet actually solves something they care about.





Example: One Page Magnet

Wellness Coach

Title:

3 Ways to Recharge When You're Running on Empty

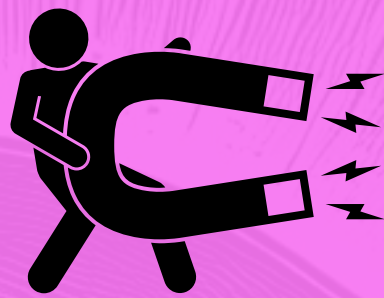
Includes:

- energy check-in
- grounding routine
- short reset practice



One page PDF. Simple. Valuable.





Example: Multi-Page Magnet

Creative Coach

Title:

Unblock and Begin:
A Creative Starter Workbook



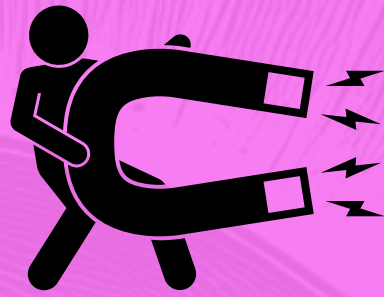
Intro

- 3 common blocks
- reflection prompts
- idea tracker



Three pages. Simple. Valuable.





Keep Promoting!

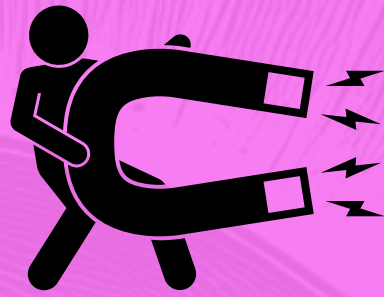
A good lead magnet doesn't expire.

It keeps working when you keep sharing it.

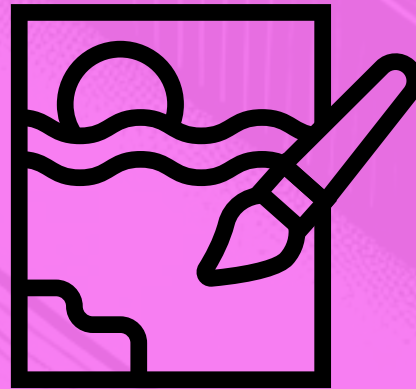
- Mention it more than once
- Bring it up in conversations
- Let it stay in rotation

Pro Tip: Refine it based on what people say.
The best ones evolve over time.





Want Help Creating One?



Coaching is my main thing, but I also design lead magnets like this one for new coaches who want something clean, custom, and easy to share.

Message me if you want to talk through an idea.

