

BOSS BABE LEAD MAGNET BLUEPRINT

WHAT IS A LEAD MAGNET?

- A LEAD MAGNET IS A VALUABLE FREE RESOURCE YOU OFFER IN EXCHANGE FOR AN EMAIL ADDRESS. IT ATTRACTS POTENTIAL CLIENTS, BUILDS TRUST, AND GROWS YOUR AUDIENCE.

A GREAT LEAD MAGNET SHOULD BE:

- SPECIFIC - SOLVES ONE CLEAR PROBLEM.
- ACTIONABLE - EASY TO USE OR IMPLEMENT.
- INSTANTLY VALUABLE - QUICK WIN FOR YOUR AUDIENCE.
- RELEVANT - ALIGNS WITH YOUR PRODUCTS/SERVICES.

STEP 1: CHOOSE YOUR LEAD MAGNET TYPE

HERE ARE SOME IDEAS:

📌 CHECKLIST - "5-STEP MORNING ROUTINE FOR SUCCESS"

📌 GUIDE - "BEGINNER'S GUIDE TO SOCIAL MEDIA MARKETING"

📌 TEMPLATE - "PLUG & PLAY CONTENT CALENDAR"

📌 MINI-COURSE - "EMAIL MARKETING IN 5 DAYS"

📌 EXCLUSIVE VIDEO - "HOW TO CLOSE HIGH-TICKET CLIENTS"

WHAT WILL YOUR LEAD MAGNET BE?

STEP 2: DEFINE YOUR AUDIENCE & PROBLEM

💡 WHO IS THIS FOR? (NEW ENTREPRENEURS, COACHES, SERVICE PROVIDERS, ETC.)

💡 WHAT PROBLEM DOES IT SOLVE?

💡 WHAT TRANSFORMATION DOES IT PROVIDE?

MY LEAD MAGNET WILL HELP: _____

MY IDEAL AUDIENCE: _____

THEIR BIGGEST STRUGGLE: _____

THE QUICK WIN THEY'LL GET: _____

STEP 3: CREATE YOUR LEAD MAGNET

✦ *KEEP IT SHORT & HIGH-VALUE (3-5 PAGES OR A 5-MINUTE VIDEO IS ENOUGH).*

✦ *USE TOOLS LIKE CANVA, GOOGLE DOCS, OR LOOM TO DESIGN IT.*

✦ *BRAND IT WITH YOUR COLORS, LOGO, AND WEBSITE.*

WHICH FORMAT WILL YOU USE? _____

STEP 4: SET UP YOUR OPT-IN & DELIVERY SYSTEM

YOU NEED A WAY TO COLLECT EMAILS AND DELIVER YOUR LEAD MAGNET.

- *EMAIL PLATFORM (CONVERTKIT, MAILCHIMP, FLODESK, ETC.)*
- *OPT-IN PAGE (CREATE A LANDING PAGE WITH A SIGNUP FORM)*
- *AUTOMATED EMAIL (SEND AN INSTANT EMAIL WITH THE FREEBIE LINK)*

WHICH TOOLS WILL YOU USE? _____

STEP 5: PROMOTE, PROMOTE, PROMOTE!

✦ *PIN IT TO YOUR INSTAGRAM PROFILE.*

✦ *SHARE IT ON YOUR WEBSITE/BLOG.*

✦ *POST ABOUT IT WEEKLY ON SOCIAL MEDIA.*

✦ *MENTION IT IN YOUR EMAIL SIGNATURE.*

✦ *RUN ADS OR COLLABORATIONS TO GET MORE SIGNUPS.*

WHERE WILL YOU PROMOTE YOUR LEAD MAGNET?

FINAL STEP: CONVERT SUBSCRIBERS INTO CLIENTS

- NURTURE YOUR EMAIL LIST WITH VALUABLE CONTENT.
- OFFER A SMALL PAID PRODUCT OR SERVICE AFTER YOUR LEAD MAGNET.
- KEEP BUILDING TRUST WITH WEEKLY EMAILS.

REMEMBER: A LEAD MAGNET ISN'T JUST A FREEBIE—IT'S A BUSINESS GROWTH TOOL. USE IT WISELY, AND IT WILL BRING YOU DREAM CLIENTS ON REPEAT.