

Lead Magnet Download Page

- 1. Identify the end result your lead magnet delivers on that your audience is *dying* to solve.
- 2. Mine through your Module I work and find an emotional hook that relates to this end result. Paste it at the top of the page.
- 3. Write a semi-detailed story harping on the emotion of the hook & that relates to you (or a client/customer) overcoming the problem the lead magnet solves.
 - 👉 Check your Module I work where you teased out jargon & ambiguous phrases. It might be already written or only require a small bit of tweaking!
- 4. Present the lead magnet as the solution & tell its specs.
 - 👉 How does the lead magnet solve the story's problem? What's included?
 - 👉 How much does it cost? (It's free.)
 - 👉 Power tip: Tell how much it's worth... sellable value or potential financial upside.
- 5. Call to Action Form to Opt In
 - 👉 Ask for name & email
 - 👉 Power tip: Headline it with an emotional hook
 - 👉 Power tip: Create a conversational feel with the CTA