



CREATE THE ULTIMATE

# Lead Magnet

The first step to making consistent  
sales on autopilot

MORRISBEAR.COM

# ULTIMATE LEAD MAGNET WORKBOOK

## WHAT'S IN IT FOR YOU

Lead magnets are what you use to attract and capture your ideal client.

They're basically a targeted bit of content used to bribe an ideal client to hand over their name, email, phone number, address or whatever it is that you want from them.

Hook them in. Bribe them with something they just can't say 'no' to. Get them interested in what you've got to offer.

The workbook's 5-step lead magnet build process will help you uncover ideas that will solve a key problem for your ideal client.

Settle on one key problem that you want to solve for your ideal client. Brainstorm and pick one killer lead magnet idea along with a hook and headline. Use the lead magnet test to make sure it hits the mark.

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# 01 SETTLE ON A PROBLEM

Before we start looking at and lining up your lead magnets, you need to get inside your ideal client's head. If you haven't identified and profiled your ideal client, it's a good idea to create your persona before beginning this exercise. [Xtensio](#) is an easy and free tool for creating your persona.

## YOUR IDEAL CLIENT PERSONA

The screenshot shows the Xtensio persona creation tool interface. At the top, there's a header with the text "Full Name" and a blue background. Below the header, there's a section for "Goals" with a list of bullet points: "The goal the user hopes to achieve", "A task that needs to be completed", "A life goal to be reached", and "Or an aspiration to reach". To the right of the goals section is a "Motivations" section with a list of items: "Intrinsic", "Fear", "Achievement", "Growth", "Power", and "Sexual", each with a corresponding horizontal bar chart. Below the goals section is a "Frustrations" section with a list of bullet points: "The frustration the user would like to avoid", "An obstacle that prevents the user from achieving goals", "The problems with the solutions already available", and "The product/service that currently does not exist". To the right of the frustrations section is a "Brands" section with three circular icons. Below the frustrations section is a "Bio" section with a text area for a short bio. To the left of the goals section is a "Personality" section with a list of items: "Introvert", "Extrovert", "Analytical", "Creative", "Conservative", "Liberal", and "Masculine", each with a corresponding horizontal bar chart. Below the personality section is a "Preferred Channels" section with a list of items: "Traditional Ads", "Online & Social Media", "Internal", and "Guerrilla Efforts & PR", each with a corresponding horizontal bar chart. The interface is clean and modern, with a blue and white color scheme.

## YOUR IDEAL CLIENT'S TOP FIVE PROBLEMS

Write down what you think your ideal client's top five problems are. Write them down as if they had told you about their problems in person.

List your ideal client's top five problems:


## NOW... PICK ONE PROBLEM YOU THINK YOU CAN SOLVE

Pick one problem that you think you may be able to tackle in a lead magnet. This'll keep you focused on what they need when it comes to building your lead magnet.

And don't pick a general problem. Don't pick something that's already getting a lot of airtime. The more targeted the topic, the better it will convert leads.

List your ideal client's no.1 problem:

E.G.

"I'm not getting any enquiries through my website."

**DESCRIBE HOW THIS PROBLEM IMPACTS YOUR IDEAL CLIENT:**

E.G.

- Anxiety, stress and undue pressure
- Cash flow problems
- Can't pay bills on time
- Issues paying/keeping staff
- Stagnated growth

**DESCRIBE HOW YOUR IDEAL CLIENT MIGHT FEEL IF YOU SOLVED THIS PROBLEM:**

E.G.

- Proud of what they've accomplished
- Amazed to finally have a website that works
- Excited about the increase in sales
- Thrilled they're now showing up on Google
- Happy they're now beating their competitors
- Peace of mind knowing their business will succeed

## NEED HELP?

If you're having trouble picking one ideal client problem, have a search around a few business sites or Google related keywords.

Or send a quick email to a client you work well with. Ask them about the kinds of things that keep them up at night.

And this list might help. A small business survey ranked general business challenges according to importance:

- Finding clients/customers
- Not enough hours in the day
- Wearing too many hats
- Getting the business model right
- Getting paid/cash-flow
- Too many distractions
- Gaining business credibility
- Lack of confidence
- Motivation
- Lack of connection with others
- Lack of guidance
- Non supportive family or friends
- Retaining staff



## 02 CHOOSE YOUR LEAD MAGNET

Let's get brainstorming!

There are hundreds of lead magnet options out there. Hundreds. Pick one that you feel comfortable using.

Here are 49 effective lead magnet content ideas:

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Short eBook            | <input type="checkbox"/> Toolkit              | <input type="checkbox"/> Audio book               |
| <input type="checkbox"/> Guide                  | <input type="checkbox"/> Resource list        | <input type="checkbox"/> Slideshare               |
| <input type="checkbox"/> Cheatsheet             | <input type="checkbox"/> Round-up             | <input type="checkbox"/> Giveaway                 |
| <input type="checkbox"/> Top 10 list            | <input type="checkbox"/> Calendar             | <input type="checkbox"/> Desktop wallpaper        |
| <input type="checkbox"/> Checklist              | <input type="checkbox"/> Planner              | <input type="checkbox"/> Membership site          |
| <input type="checkbox"/> Workbook/<br>worksheet | <input type="checkbox"/> Printable            | <input type="checkbox"/> Facebook group           |
| <input type="checkbox"/> Template (Excel etc)   | <input type="checkbox"/> Inspiration file     | <input type="checkbox"/> Slack group              |
| <input type="checkbox"/> Challenge              | <input type="checkbox"/> Prompts              | <input type="checkbox"/> Coupon                   |
| <input type="checkbox"/> Email course           | <input type="checkbox"/> Calculator           | <input type="checkbox"/> Case study               |
| <input type="checkbox"/> Webinar                | <input type="checkbox"/> Manifesto            | <input type="checkbox"/> Free strategy<br>session |
| <input type="checkbox"/> Recording/replay       | <input type="checkbox"/> Tutorial             | <input type="checkbox"/> Free quote               |
| <input type="checkbox"/> Educational video      | <input type="checkbox"/> Report               | <input type="checkbox"/> Free website audit       |
| <input type="checkbox"/> Educational audio      | <input type="checkbox"/> Infographic          | <input type="checkbox"/> Catalogue                |
| <input type="checkbox"/> Newsletter             | <input type="checkbox"/> Event tickets        | <input type="checkbox"/> Survey                   |
| <input type="checkbox"/> Quiz                   | <input type="checkbox"/> Free book + shipping | <input type="checkbox"/> Summary/cliff notes      |
| <input type="checkbox"/> Mindmap                | <input type="checkbox"/> Sample chapter       | <input type="checkbox"/> Swipe file               |

### LEAD MAGNET BRAINSTORM

Hopefully you've started to get an idea of the kind of lead magnet content you'd like to develop.

Before you start brainstorming lead magnet ideas, here are some tips:

- Keep it short (3 pages max)
- Make it easy to digest
- Deliver on one quick win
- Offer incredible value
- Give the 'why' or 'what' and not the 'how'
- And... keep your ideal client and their problem front of mind

Feel free to look at anything and everything while you're brainstorming. Check out what your competitors are doing. Maybe even start your own inspo file.

Don't worry about headlines at this point – we'll come to that next. Right now it's all about finding that killer lead magnet that'll capture your ideal client.

List 10 potential lead magnet ideas (add more rows if the ideas keep coming):

E.G.

A checklist to work out why my ideal client isn't getting any enquiries through their website.

## NOW... PICK ONE LEAD MAGNET IDEA YOU THINK YOU CAN RUN WITH

Did one idea just jump out and say 'I'm the ONE'? This often happens. Trust your gut instinct on this... it's usually right.

If not, just ask your clients. Send them a quick email with 2-3 options and see what they want most. Nothing beats user testing before you spend all that time creating your next Michelangelo.

Pick one killer lead magnet idea:

E.G.

A checklist to work out why my ideal client isn't getting  
any enquiries through their website

## 03 PICK YOUR WINNING HOOK

Hook and headline. This is what'll get your ideal client interested in knowing more about you and what you have to offer.

### FIRST, PICK A HOOK.

Pick the angle that'll target that problem you're keen to solve.

People want:

MORE – pleasure, money, prestige, pride

LESS – pain, dissatisfaction, shame, overwhelm

Give them MORE of the first and LESS of the second and you have a killer hook.

## THERE ARE SEVEN KEY LEAD MAGNET HOOKS:

### 1. HOW TO HOOK – USED A LOT BUT STILL WORKS WELL.

Example: How to Create a Website that Drives Sales.

### 2. STATISTIC HOOK – WE ALL LOVE NUMBERS AND STATS.

Example: 80% Of Websites Fail. Take This 2-Minute Quiz to Find Out How Yours Performs.

### 3. DREAM HOOK – THEIR DEEPEST DESIRES.

Example: Triple Your Website Sales in 30 Days or Less.

### 4. DREAD HOOK – TAP INTO THEIR FEARS.

Example: Top 7 Website Mistakes that are Costing You Sales.

### 5. URGENCY HOOK – TAKE ACTION NOW BEFORE IT'S TOO LATE.

Example: Stop Wasting Money on SEO Until You've Read This.

### 6. STORY HOOK – PEOPLE LOVE AND REMEMBER STORIES.

Example: How I Doubled My Newsletter Opt-in Rate Overnight.

### 7. MISSING OUT HOOK – FEAR OF MISSING OUT SYNDROME (FOMO).

Example: 7 Things Your Competitors are Doing Online and You're Not.

Pick a hook:

E.G.

How to hook

## 04 WRITE A KILLER HEADLINE

The headline will make or break your lead magnet. So take your time to find your hook and get your headline right.

Be careful with the words you choose to use. Confuse your ideal client and they won't move beyond looking at the headline.

ODD NUMBERS WORK A TREAT, AS DO WORDS LIKE THESE:

HOW TO	NOW	EASY	POWERFUL	SIMPLE
QUICK	CONTROVERSIAL	SECRET	MIRACLE	PROVEN

HERE ARE SOME OF OUR HEADLINES:

- Get More Customers: Free 47-point Website Checklist
- Proven: The Most Effective Hacks for a Successful Website
- 47 Powerful Booster Shots for Your Tired Old Website
- The Cheat's Guide to Creating a Website That Generates Leads

BEFORE YOU START BRAINSTORMING HEADLINES, HERE ARE SOME TIPS:

- Stay focused on benefits, not features
- Make sure you have proof to support any claims
- Address any objections your ideal client might have
- Give them an end-goal (e.g. 30-day, 7-step, 3-part system)
- And... keep your ideal client and their problem front of mind

Now it's your turn. List 10 potential lead magnet headlines (don't forget your hook!):



## NEED SOME HELP WRITING A LEAD MAGNET HEADLINE?

Along with this workbook you'll find our 101 Wickedly Good Fill-in-the-Blanks Headline Formulas. These headlines are based on classic copywriting formulas. They're like little templates for writing headlines.

Just insert your own keywords and hello, killer lead magnet headline.

The Secret to Getting [Results]

The Secret to Getting Mountains of Website Enquiries

The Little Mistake That Costs [Target Market] [Cost] a Year

The Little Mistake That Costs The Hospitality Industry Billions a Year

How Much is [Problem] Really Costing You?

How Much is Your Tired Old Gym Website Really Costing You?

## THE ONE KILLER LEAD MAGNET HEADLINE

Pick the one title that you think will appeal the most to your ideal client.

The killer lead magnet title is:

E.G.

How to Get More Website Enquiries: 11 Tricks Your Competitors  
Don't Know About



## 05 LEAD MAGNET TEST

How do think your lead magnet stacks up?

### PUT YOUR LEAD MAGNET IDEA TO THE TEST

	YES	NO
Does your lead magnet address an actual burning problem?		
Is it short enough so that prospects can consume it rapidly, ideally in under 10 minutes?		
Is it incredibly valuable? Would you pay for this if it were for sale?		
Does it have a killer title?		
Are you giving your best advice away for free, no holds barred?		
Does it speak intimately to your exact ideal client?		
Does it give the 'why' or the 'what', but not the 'how'?		
Does it link to your website and social pages?		
Does it have personality? Is it engaging, educational or entertaining?		
Is it authentic? Have you written how you actually speak?		
Does it speak directly to one person and not many?		
Does it have a strong call to action? What's the next step for your prospect to take? Is it obvious to them?		