

# LEAD MAGNET LAUNCHPAD Session 3

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TIME TO SHARPE



**1 - ELEVATOR PITCH**

**2 - END PRODUCT**

**3 - EMAIL SERVICE PROVIDER**

**4 - LEAD MAGNET IDEA(S)**





# **CHOOSING YOUR FORMAT:**

**PDF**  
**VIDEO**  
**AUDIO**  
**WEBINAR**  
**SERIES OF EMAILS**  
**FREE TRIAL**  
**DISCOUNT CODE**  
**OTHER**





# CHOOSING YOUR FORMAT:

- **What format can I create quickly and effectively while maintaining high quality?**
- **What type of content does my audience like to consume?**
- **What format will best align with my long-term content strategy and goals?**





# RESOURCES:

## AI Prompt:

**I'm [insert your area of expertise and a little about who you are]. I'm making a [insert lead magnet type such as cheat sheet or guide] for my community who are [insert who your community and dream subscriber is]. Please give me an [insert type of content you want such as opening paragraph, checklist item, conclusion, etc.] that explains/is about [insert details].**

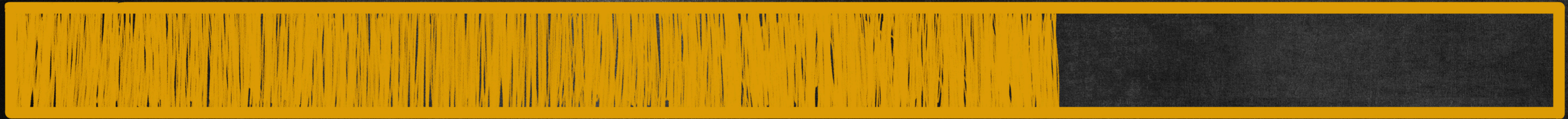








# Uploading...



**Once it's completed, upload it to Dropbox or a Google Drive or as a download on your website and send me the link.**