



LEAD MAGNET LAUNCHPAD WORKBOOK

Session 1

Presented by Sheila Davis
SheilaRaeDavis@att.net



MAIN PROBLEM YOU SOLVE

SUBPROBLEMS



WHAT GOALS DOES YOUR IDEAL CUSTOMER HAVE?

WHERE ARE THEY STUCK?

WHAT PROBLEMS ARE THEY EXPERIENCING?

WHAT NEEDS DO THEY HAVE?

WHAT DREAMS OR DESIRES DO THEY HAVE?

WHAT KEEPS THEM UP AT NIGHT?

WHAT'S IMPORTANT TO THEM?

WHAT IS THE END RESULT YOU PROVIDE?

WHAT PROMISE ARE YOU MAKING?

WHAT ARE YOUR PRODUCT BENEFITS?

WHAT IMPACT WILL IT HAVE?



YOU KNOW HOW _____(1)

WANTS TO _____(2)

WELL, I HELP _____(3)

_____ (4)

SO THEY CAN _____(5)



[CLICK HERE TO GET STARTED WITH MAILERLITE](#)

How To Create a MailerLite Account

Verify Your Email Domain (where you're going to be sending emails from

Authenticate Your Domain

Importing Subscribers

Creating a Custom Domain (Growing Business Or Advanced)

CLICK HERE TO SET UP YOUR CANVA ACCOUNT

NOTES:



EMAIL SERVICE PROVIDER CHECKLIST

I have an account set up with _____.

I have either verified my email domain or I have sent emails in the past.

I have authenticated my domain or confirmed it is authenticated.

I currently have _____ subscribers on my list.

My goal is to have:

_____ **subscribers in 48 days**

_____ **subscribers by October 1**

_____ **subscribers by the end of the year**



MY LEAD MAGNET/OPT-IN RESEARCH

1. _____

WHAT I LIKED: _____

WHAT I DIDN'T LIKE: _____

2. _____

WHAT I LIKED: _____

WHAT I DIDN'T LIKE: _____

3. _____

WHAT I LIKED: _____

WHAT I DIDN'T LIKE: _____



MY LEAD MAGNET IDEAS

1. _____

2. _____

3. _____

4. _____

5. _____



QUESTIONS:
