

LEAD MAGNET LAUNCHPAD Session 2

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TIME TO SHARPE

1 - ELEVATOR PITCH

2 - END PRODUCT

3 - EMAIL SERVICE PROVIDER

4 - LEAD MAGNET IDEA(S)



**FOR THE NEXT FEW DAYS,
GET THAT LEAD MAGNET
DONE**



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].



RESOURCES: CANVA TEMPLATES

Canva

Design spotlight ▾

Business ▾

...

lead magnet

×

7

Create a design

SD

Personal

Pro • 81

▾

←

Back to Home

All templates

Photos

Icons

Creators you follow

Starred content

Create a team

Trash

Lead Magnet Essential Checklist

10 Essential Criteria For Creating An Irresistible Lead Magnet To Grow Your Email List

www.reallygreatsite.com

Lead Magnet Es...

The Template Tribe

10

Essential Criteria For A Smart & Successful Brand Name

AUTHOR NAME | REALLYGREATSITE.COM

Essential Criteri...

Document by The T...

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Pro

Neutral Beige & ...

A & Co. Creative

FREE CHECKLIST

A SIMPLE GUIDE TO PLANT

FREE DOWNLOAD

JUST IMAGINE IF YOU COULD...

say goodbye to stress

save time & energy

save more money

have more freedom

take a nap if you want

choose your schedule

work with dream client

REALLYGREATSITE.COM

Lead Magnet Fr...

Instagram Post by F...

5 WAYS TO MAKE PASSIVE INCOME

for female entrepreneurs

Brown simple m...

Document by She T...

https://www.canva.com/p/templates/EAE1TZ3D5nY-neutral-beige-tan-minimalist-wellness-lead-magnet-ebook/

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.

OUR NEXT SESSION:

- **Sharing your lead magnets for feedback**
 - **Setting Up Your Opt-In**

