

Magnetic Magic

Actionable tips for creating
and promoting your lead
magnet

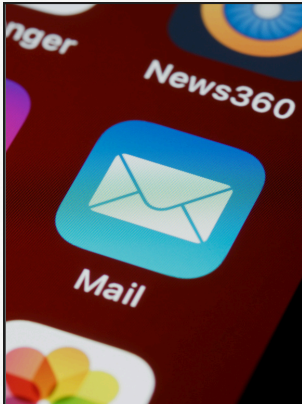


Pam Seino



Why Lead Magnets *Still* Work

....AND HOW TO MAKE YOURS IRRESISTIBLE



Get Past the Email Block

People are more protective of their email addresses than ever. That's why an irresistible lead magnet—something free, **valuable**, and **actionable**—is still one of the most effective tools to build your list and boost your business.



We Live in a 3-Second World

It takes the average person 3 seconds to decide to scroll or stop. If you want to attract the right people and turn them into loyal fans (and paying customers), your lead magnet has to deliver real value **fast**.



Give Them Your Best

To make your audience want to stop and give you their email address - your lead magnet must be high quality. Give something that's so good, it leaves them wondering, Wow - if this is FREE, how good is their PAID stuff??

Section 1

What is a *Lead Magnet*?

A lead magnet is a free resource offered in exchange for someone's email address. It should solve a specific problem for your target audience and give them a quick win. The best lead magnets are:

Ultra-targeted (not for everyone, just the right someone)

Instantly useful (no fluff, real value)

Actionable (leads to a tangible result)

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Section 2

High-Converting Lead Magnet Formats

1

Checklists

Simple, skimmable, and super effective for step-based tasks

2

Cheat Sheets

Quick-reference tools with condensed knowledge

3

Mini Guides

Short PDFs (like this one!) that dive into a specific topic

4

Templates or Swipe Files

Done-for-you tools they can plug in and use

5

Quizzes

Interactive, personalized, and great for segmenting your list

Section 3



What Makes a Lead Magnet Irresistible?

If you want your lead magnet to stand out, it needs these key ingredients:

1

Specificity: “10 Healthy Recipes for Women Over 50” beats “Healthy Eating Tips”

2

Immediate value: Can they use it today? Then it’s gold.

3

Relevance: It should be tied directly to your niche and paid offer

4

Professional design: Canva or designer templates can make a big difference

5

Low friction: No complicated sign-up or delivery process—make it easy!



Section 4

The Step-by-Step *Creation Process*

01.



KNOW YOUR AUDIENCE

GET CLEAR ON THEIR STRUGGLES, DESIRES, AND DAILY CHALLENGES. ASK: WHAT DO THEY NEED HELP WITH RIGHT NOW?

02.



CHOOSE ONE PROBLEM TO SOLVE

KEEP IT NARROW AND FOCUSED. ONE LEAD MAGNET = ONE SOLUTION.

03.



PICK A FORMAT

CHOOSE FROM THE LIST ABOVE BASED ON THE SOLUTION YOU'RE PROVIDING.

04.



CREATE THE CONTENT

KEEP IT SHORT, ACTIONABLE, AND HELPFUL. USE BULLET POINTS, VISUALS, OR TEMPLATES WHEN POSSIBLE.

05.



DESIGN IT PROFESSIONALLY

USE CANVA OR SIMILAR TOOLS TO MAKE IT BEAUTIFUL AND ON-BRAND.

06.



DELIVER IT SEAMLESSLY

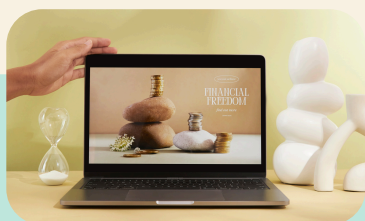
USE YOUR EMAIL SERVICE PROVIDER (LIKE [KIT](#), [MAILERLITE](#), OR [SYSTEME.IO](#)) TO SEND THE FREEBIE IMMEDIATELY AFTER SIGN-UP.



Section 5

From Freebie to *Funnel*

Your lead magnet isn't the end — it's the beginning. Once someone downloads it, guide them through your email welcome sequence and toward your next offer.



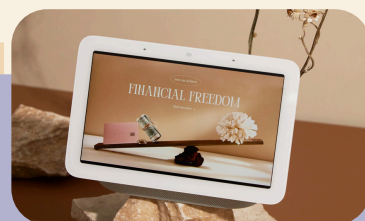
THANK YOU

A thank-you
email with bonus
tips



STORYTELLING

A personal story
that builds
connection



AND MORE...

An offer
(discount, bundle,
or next step)



FINAL *Thoughts*

THINK OF YOUR

lead magnet like a first date. If it's boring, irrelevant, or disappointing, there won't be a second one.

BUT IF IT'S

valuable, easy to digest, tailored to your dream client?

That's the start of something great.

Let's Connect!



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