

Ultimate Lead Magnet Formula



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Identify The Problem

1. What's the one problem you can solve?

2. How can you help solve it?

3. What are some higher quality problems?

4. What are the objections to this solution?

Create The Offer

eBook / Guide

Checklist

Cheat Sheet

Templates

Resource List

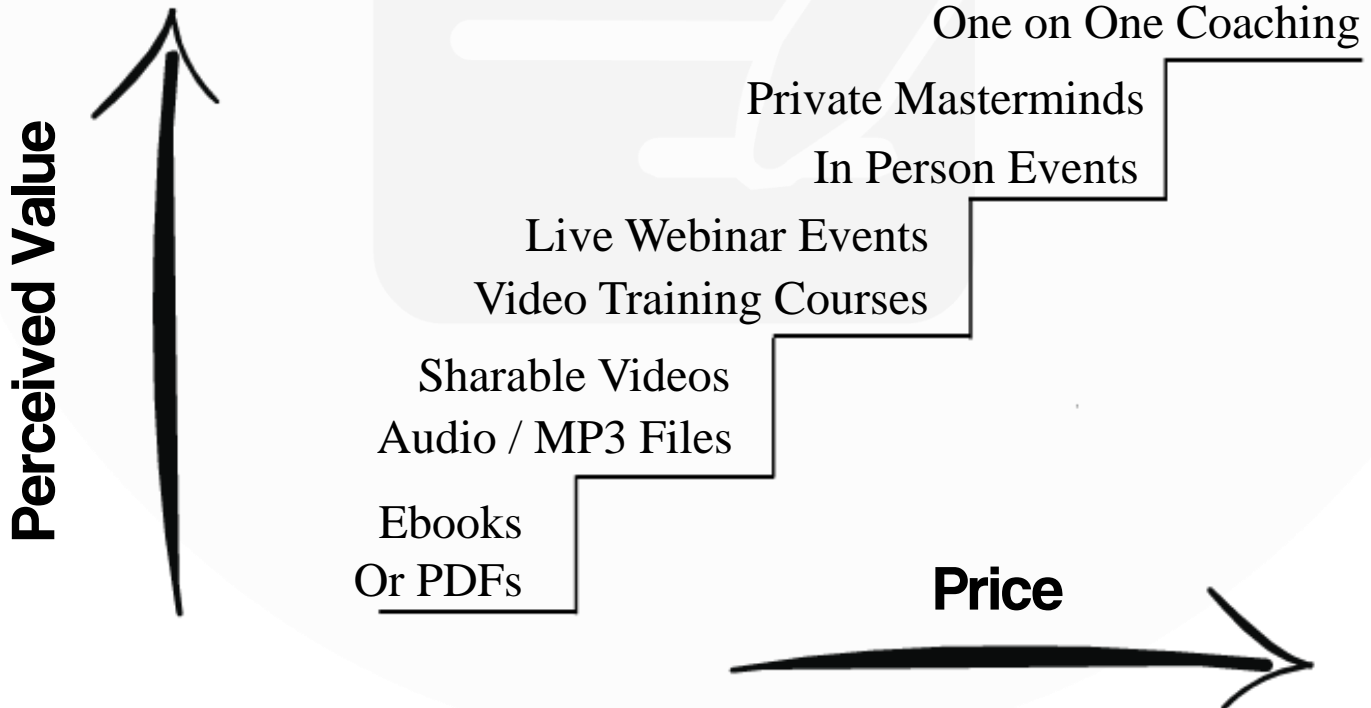
Audio - MP3

Video Training

Discount / Trial

Webinar Event

Free Consultation



Qualify The Offer

	Yes	No
Can it be consumed in 15 mins?	<input type="checkbox"/>	<input type="checkbox"/>
Can it be delivered instantly?	<input type="checkbox"/>	<input type="checkbox"/>
Can you offer an upsell?	<input type="checkbox"/>	<input type="checkbox"/>
Has a high quality appearance?	<input type="checkbox"/>	<input type="checkbox"/>
Is the problem solved without needing additional resources?	<input type="checkbox"/>	<input type="checkbox"/>
Is it easy to understand?	<input type="checkbox"/>	<input type="checkbox"/>
Is it worth an email optin?	<input type="checkbox"/>	<input type="checkbox"/>
Does it exceed expectations?	<input type="checkbox"/>	<input type="checkbox"/>

Remember: this is the first interaction many of your subscribers will have with you. Their entire opinion and perspective of you may be judged on this initial interaction. Make it valuable and make it count!

Create Your Hook

Formula: Promise, Time Frame, Objection -

What's Your Promise:

How long will it take?

What's the big objection?

Examples: *(for demonstration purposes only)*

“Learn How To Golf, Even If You Have Horrible Aim, In 24 Hours”

“Learn How To Get 10 Leads Per Day In The Next 72 Hours, Even If You Don't Have A Dime To Spend”

“Free Video Reveals How People Who Can't Stick To Diets Can Still Lose 5 lbs. In 5 Days.”