

# Lead Magnet

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## Creating value to get more inquiries

How can you add value to your ideal client? What do they want that you have? Start by thinking about the types of things your clients already ask! Make sure you get specific here. Make sure these are relevant to your ideal client at the time they're looking to hire you! Come up with 5 ideas for lead magnets! Have some fun with this!

**Remember!** A lead magnet can be a PDF, a webinar, an ebook, a video series, etc. As long as it's something valuable for your ideal client!

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