

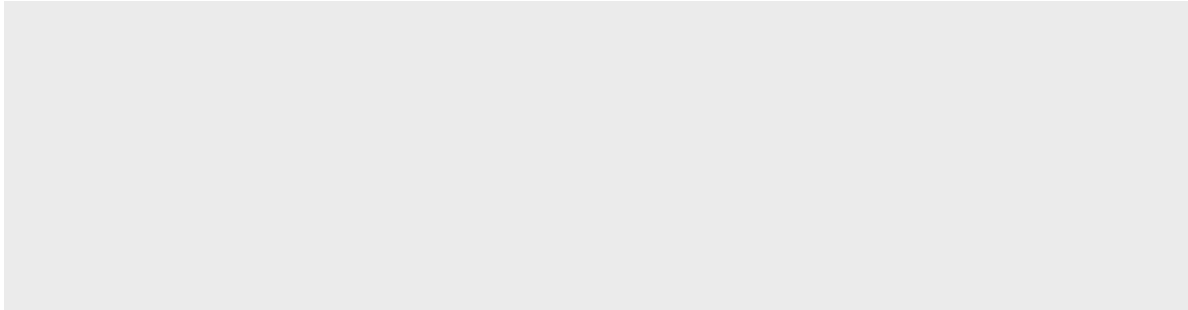
CREATE YOUR MUST HAVE LEAD MAGNET IN 5 SIMPLE STEPS

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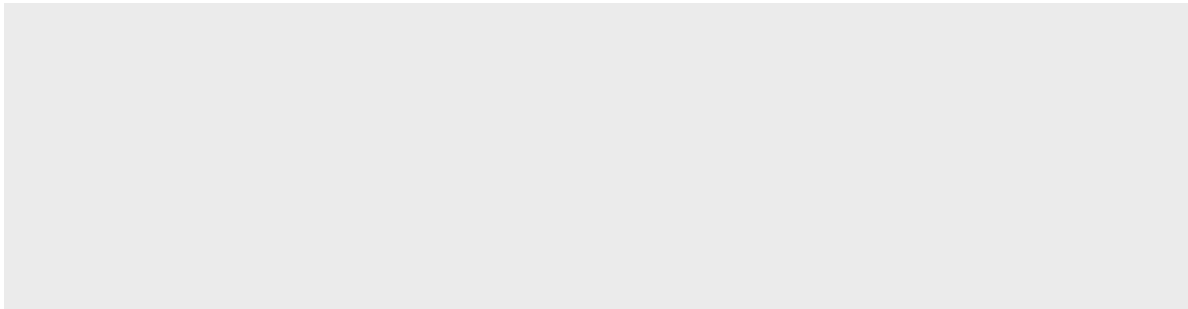
STEP 1: KNOW YOUR TARGET AUDIENCE

- Market research is crucial! You want to make sure you create something that your target audience actually wants.
- Talk to them and pay attention to the specific language they use.

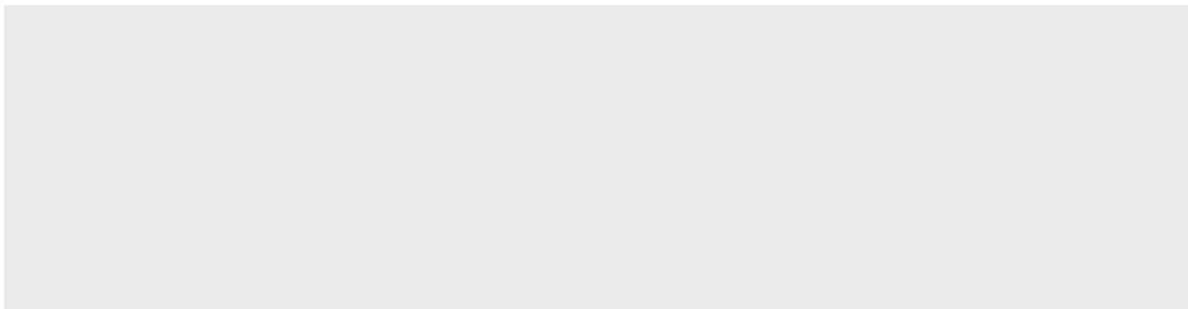
What are they struggling with?



What are their biggest frustrations ?



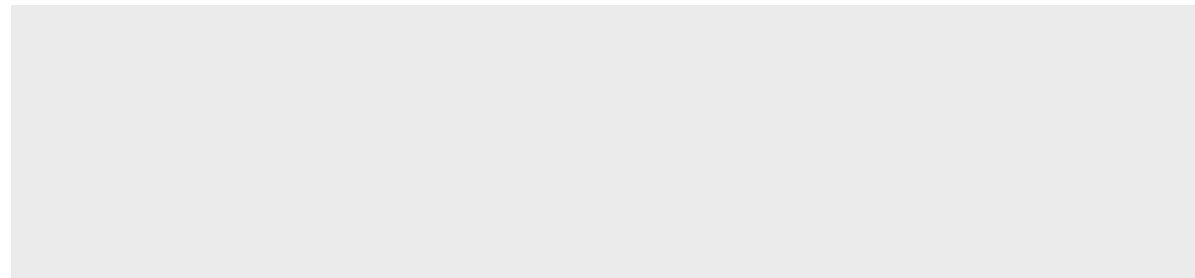
What are their deep desires?



STEP 2: WORK BACKWARDS

- Start with your end goal in mind

What do you want potential clients to be able to do once they consume your lead magnet?



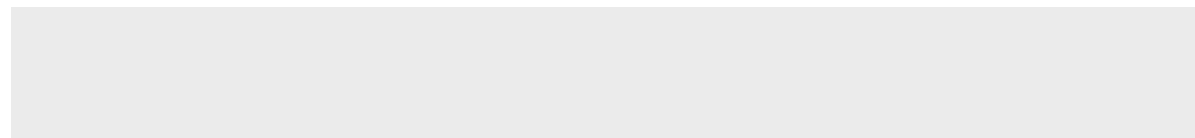
STEP 3: DECIDE ON YOUR FORMAT

- Make it specific - solve ONE small problem for your potential future client
- Make it actionable and quick to consume
- Make it valuable

Ideas:

- ☐ Cheat Sheet
- ☐ Checklist
- ☐ Meal Plan/Recipes
- ☐ Quiz
- ☐ Resource List
- ☐ Mini e-course (3-5 days)
- ☐ Webinar/Video Course
- ☐ PDF Guide

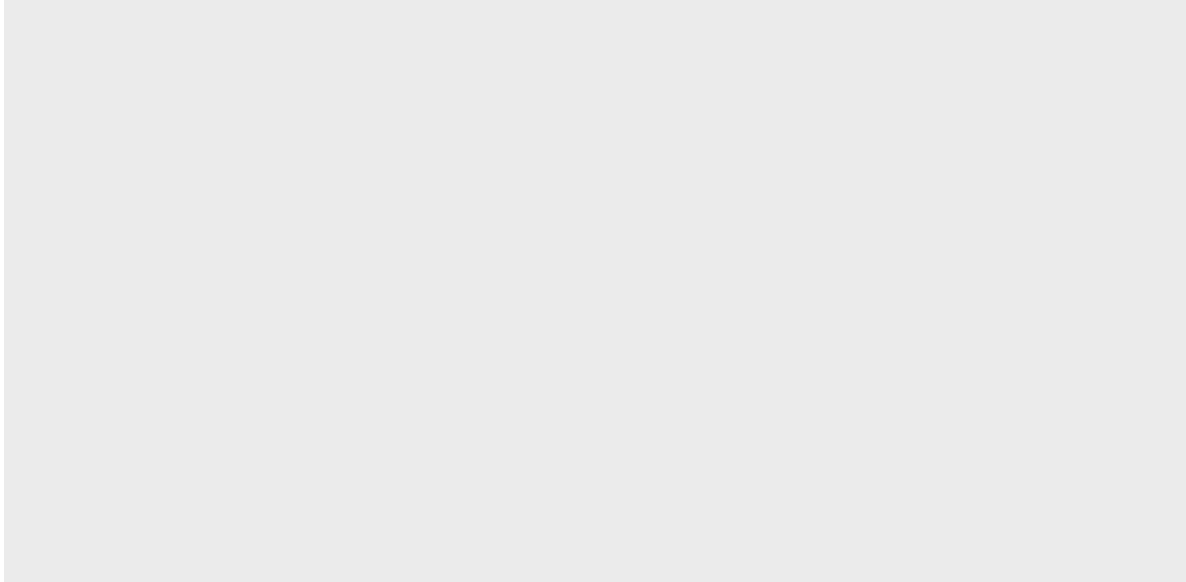
The ONE problem I want to solve with my lead magnet is:



STEP 4: WRITE THE CONTENT

- Start with a brain dump

Information I want to include in my lead magnet:



- Spend time crafting a killer title for your lead magnet - speak to their pain points and how you can help

e.g. 5 Simple FODMAP friendly dinner recipes to help you say “buh-bye” to belly bloat

STEP 5: MAKE IT PRETTY

Canva

Fiverr

Upwork