

**WEEK 8**

VIDEO MODULE 2 – LEAD MAGNET CREATION

WORKSHEET

Summary:

In the last module, you decided on what your lead magnet was going to be.

Today, we’ll be creating it!

Don’t stress though, I’m not expecting you to put together anything super complex or an artistic masterpiece. They key point here is to have valuable content, it really doesn’t matter too much just yet, what it looks like.

For example, one highly valuable lead magnet I downloaded (and PAID FOR!) recently, was just a regular black on white word document, saved as a PDF.

Did I mind? Absolutely not – the content of it was that valuable!

So please don’t overcomplicate this for yourself… if you want to hire a graphic designer later to make it look a million dollars, sure! But for now, we really don’t need to.

Note: If you do really want to add design elements to this right now, you’re welcome to play around with Word report templates, and Canva also has tons of templates, too. I’m just conscious of how much time you are spending on this right now, so just want to reiterate that the design is absolutely secondary in importance. 😊

As for the structure of your lead magnet:

Obviously, this will vary for everyone, but typically I would suggest the following:

1. Title Page
2. Brief Introduction
3. The content/information the reader is looking for
4. Call to action (gentle)

For the sake of this exercise, try to keep the total length of your document to maximum three or four A4 pages.

Action Items:

1. Create your lead magnet using the structure provided.