

AUDIT YOUR MARKET'S PAIN: FIND THE PROBLEM YOUR LEAD MAGNET MUST SOLVE

PEOPLE DON'T DOWNLOAD "NICE-TO-HAVE" FREEBIES.
THEY ONLY DOWNLOAD WHEN IT HURTS.

MARKET PAIN

INSTRUCTIONS:

The only reason someone grabs your lead magnet is because it promises to relieve a **real, urgent pain**.

Today's job: identify the biggest pains your audience feels so your lead magnet solves something they actually care about. Don't guess. Write it down, get specific, and put yourself in their shoes.

THE GUIDE:

STEP 1:

Define Your Audience

Fill in the blank:

My lead magnet is for _____.

Example: "Contractors making \$100-150K per year."

STEP 2:

Surface Top Headaches

Fill in the blank:

The 3 biggest headaches they complain about are:

- 1.
- 2.
- 3.

Example: 1. Unpredictable cash flow, 2. Wasting money on bad ads, 3. Always chasing referrals.

STEP 3:

Find the Daily Pain

Fill in the blank:

The problem they feel almost every single day is _____.

Example: "No consistent leads on the calendar."

STEP 4:

Ask the "So What?" Test

Multiple choice:

If they don't fix this, what happens?

- ☐ They lose money
- ☐ They lose time
- ☐ They lose confidence/status
- ☐ All of the above

STEP 5:

Capture Their Words

Fill in the blank:

They often say: "I'm sick of _____."

Example: "I'm sick of wasting hours on social media that doesn't pay off."

STEP 6:

Name the Emotional Cost

Fill in the blank:

Because of this problem, they feel _____.

Example: "They feel anxious and embarrassed."

STEP 7:

Rank Urgency

Fill in the blank:

Fill in the blank:
On a scale of 1-5, this problem is a ____ in urgency (5 = must-fix-now).

STEP 8:

Prioritize the #1 Pain

Fill in the blank:

The pain I will focus on for my lead magnet is _____.

STEP 9:

Rewrite as a Question

Fill in the blank:

My audience is constantly asking: "How do I _____?"

Example: "How do I get consistent leads without relying on referrals?"

STEP 10:

Create a Pain Statement

Fill in the blank:

My market's #1 pain is _____, and they desperately want a solution.

Example: "My market's #1 pain is inconsistent leads, and they desperately want a system that brings them steady calls."

Why It's Important:

Most lead magnets flop because they solve the wrong problem. If your freebie doesn't speak directly to the pain they feel in their gut every day, it will get ignored. Nail the pain, and your lead magnet practically writes itself.

You've just uncovered the pain your audience cares about most.

Tomorrow, we'll pick the **right type of lead magnet** (checklist, guide, calculator, etc.) to solve it.

Want to skip the duct tape and install a permanent, automated system? Book a free strategy session:

square1grp.com/brainstormsession