CHOOSE YOUR LEAD MAGNET TYPE:
PACKAGE THE PAIN INTO THE RIGHT FORMAT

SQUARE **1** GROUP

THE FORMAT MATTERS. PICK THE WRONG ONE AND NOBODY DOWNLOADS — PICK THE RIGHT ONE AND THEY CAN'T RESIST.

(LEAD MAGNET TYPE)

INSTRUCTIONS:

Now that you've nailed the pain your audience cares about (yesterday), it's time to **decide what kind of lead magnet** will hook them in.

Not all formats are equal. Some are fast to consume (checklists), some feel more valuable (guides), and some feel interactive (calculators). The right format depends on your audience's attention span and urgency.

THE GUIDE:

STEP 1:
Recall the Pain

Fill in the blank:
The #1 pain my audience wants solved is _____.

Example: "Inconsistent leads."

STEP 2:
Decide Consumption Time

Multiple choice:
How much time does my audience realistically have to consume a freebie?

☐ Less than 5 minutes
☐ 5–15 minutes
☐ 15+ minutes

STEP 3:
Match Format to Attention

Fill in the blank:
Based on their attention, the best formats are: _____.

Example: "Checklist or cheat sheet."

STEP 4:
Quick Value Formats

Fill in the blank:
If they need fast wins, I'll consider:

1. Checklist
2. Cheat sheet
3. Swipe file

(Pick 1 and write it down.)

STEP 5:
Deeper Value Formats

Fill in the blank:
If they want more education, I'll consider:

1. Short guide (3–5 pages)
2. Video training (5–10 mins)
3. Workbook

(Pick 1 and write it down.)

STEP 6:
Interactive Formats

Fill in the blank:
If they want more education, I'll consider:

1. Calculator/quiz
2. Scorecard
3. Assessment

(Pick 1 and write it down.)

STEP 7:
Format-Pain Fit

Fill in the blank:
The format that best fits my audience's pain is _____.

Example: "Checklist of 7 things to fix on their website."

STEP 8:
Promise of Speed

Fill in the blank:
My audience should be able to get value from this in _____ minutes.

Example: "5 minutes or less."

STEP 9:
Specific Working Title

Fill in the blank:
Draft working title: The [FORMAT] to Solve [PAIN]

Example: "The 7-Minute Checklist to Get Consistent Leads Without Chasing Referrals."

STEP 10:
Commit to One Format

Fill in the blank:
The format I will build is _____.

Example: "Checklist."

Why It's Important:
A lead magnet is only as strong as its format. If it feels too heavy, people won't download it. If it feels too light, it won't feel valuable. Choosing the right format ensures your pain solution gets consumed — and that's what builds trust.

You've picked the right format for your lead magnet.

Tomorrow, we'll draft your first idea — turning the pain into a clear, specific promise that people will actually click on.

Want me to help you choose the highest-converting format for your market? Book a free strategy session here:

square1grp.com/brainstormsession

1