

SQUARE1GROUP

DRAFT YOUR FIRST LEAD MAGNET IDEA: TURN PAIN INTO A PROMISE

A GREAT LEAD MAGNET DOESN'T JUST LOOK GOOD — IT MAKES A BOLD PROMISE THAT YOUR AUDIENCE CAN'T IGNORE.

PAIN TO PROMISE

INSTRUCTIONS:

Now that you've nailed the **pain** (Day 1) and the **format** (Day 2), it's time to draft your first lead magnet idea.

The key: make it **specific, urgent, and outcome-focused**. Vague promises flop. Clear promises convert.

THE GUIDE:

STEP 1: Recall the Pain Fill in the blank: The pain I'm solving is _____. <i>Example: "Inconsistent leads."</i>	STEP 2: Recall the Format Fill in the blank: The format I chose is _____. <i>Example: "Checklist."</i>	STEP 3: Define the Core Promise Fill in the blank: By using my lead magnet, my audience will _____. <i>Example: "Identify and fix the #1 mistake killing their lead flow."</i>	STEP 4: Add Specificity Fill in the blank: The exact number/result I can promise is _____. <i>Example: "7 mistakes," "5 steps," "3 scripts"</i>	STEP 5: Write a Working Title Formula: The [NUMBER] [FORMAT] to [OUTCOME] Without [COMMON FRUSTRATION] Fill in the blank: My working title is: _____ <i>Example: "The 7-Point Checklist to Consistent Leads Without Chasing Referrals."</i>
STEP 6: Add Urgency Fill in the blank: This will help my audience see results in ____ minutes/days. <i>Example: "10 minutes."</i>	STEP 7: Address Skepticism Fill in the blank: A skeptic would think: "Yeah, but _____." <i>Example: "Yeah, but this only works if I have a huge ad budget."</i>	STEP 8: Flip Skepticism Into Belief Fill in the blank: I'll answer skepticism by saying: _____ <i>Example: "You don't need a big budget — just fix these 7 free mistakes first."</i>	STEP 9: Draft a One-Sentence Hook Fill in the blank: My hook is: "Get [RESULT] in [TIMEFRAME] without [FRUSTRATION]." <i>Example: "Get 3 new leads in 7 days without chasing friends and family."</i>	STEP 10: Commit to Build Fill in the blank: The lead magnet idea I will build is: _____ <i>Example: "A 7-point checklist to fix inconsistent lead flow."</i>

Why It's Important:

People don't download freebies — they download **promises**. A clear, specific, outcome-driven lead magnet idea makes it irresistible. This is how you turn a "maybe" into a "must click."

You've just drafted your first lead magnet idea.

Tomorrow, we'll **pressure-test and refine it** so you know it'll convert before you ever build it.

Want me to personally help you nail a lead magnet idea that actually gets leads? Book a free strategy session here:

square1grp.com/brainstormsession