

PRESSURE-TEST & REFINE: MAKE SURE YOUR LEAD MAGNET WILL ACTUALLY CONVERT

DON'T WASTE TIME BUILDING SOMETHING NO ONE WANTS — TEST IT BEFORE YOU LAUNCH IT.

PRESSURE TEST

INSTRUCTIONS:

You've drafted your first lead magnet idea (Day 3). Now it's time to **stress-test** it against the real world.

A weak lead magnet is vague, boring, or low-value. A strong one passes the "would I click this?" test instantly.

This worksheet will help you refine your idea so it's **clear, urgent, and irresistible**.

THE GUIDE:

STEP 1: Restate Your Idea Fill in the blank: My draft lead magnet idea is: _____ <i>Example: "The 7-Point Checklist to Consistent Leads Without Chasing Referrals."</i>	STEP 2: Clarity Test Fill in the blank: Someone outside my niche can understand this in ____ seconds. <i>(If more than 10–15, simplify it.)</i>	STEP 3: Specificity Check Multiple choice: Does my title include a number or specific outcome? <input type="checkbox"/> Yes <input type="checkbox"/> No → Revise it to add one	STEP 4: Pain Connection Fill in the blank: The pain this directly solves is _____ <i>Example: "Not knowing why my leads are inconsistent."</i>	STEP 5: Urgency Test Formula: My audience can use this lead magnet and get value in ____ minutes/days. <i>Example: "10 minutes."</i>
STEP 6: Skeptic Flip Fill in the blank: The #1 objection someone might have is _____. <i>Example: "I don't have time for this."</i> I will counter it by saying _____ <i>Example: "This checklist takes less than 10 minutes."</i>	STEP 7: Perceived Value Multiple choice: Does it feel valuable enough that they'd pay \$20–50 for it? <input type="checkbox"/> Yes → Keep it <input type="checkbox"/> No → Add more depth or specificity	STEP 8: Competition Check Fill in the blank: Compared to other freebies in my niche, mine is different because _____. <i>Example: "It's not fluff—it's a checklist that actually gives step-by-step actions."</i>	STEP 9: Hook Rewrite Fill in the blank: Final one-sentence hook: "Get [RESULT] in [TIMEFRAME] without [FRUSTRATION]." <i>Example: "Get 3 new leads in 7 days without chasing friends and family."</i>	STEP 10: Commitment Fill in the blank: My refined lead magnet idea is: _____ <i>(This is your final draft, ready to build.)</i>

Why It's Important:

Most solopreneurs build lead magnets that flop because they never tested them. Running your idea through these filters ensures it's sharp, valuable, and worth clicking.

You've pressure-tested and refined your lead magnet.

Tomorrow, you'll get the full **Lead Magnet Factory Playbook** — all 4 worksheets combined into one system for creating lead magnets that actually convert.

Want me to personally review and refine your lead magnet before you launch it? Book a free strategy session here:

square1grp.com/brainstormsession