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WoDiLab

LEAD MAGNET INTRODUCTION

Understand how a lead magnet builds trust and guides people toward your course.

ACTION CHECKLIST

- [ ] **Step 1 – Review your own experience with lead magnets**
  Look again at a free resource you have downloaded and analyse what made it useful.
- [ ] **Step 2 – Identify what made a lead magnet effective**
  Explore the elements that create clarity, trust, and a quick result.
- [ ] **Step 3 – Explore how people move toward buying**
  Think about how people invest time, information, and energy before making a purchase.
- [ ] **Step 4 – Define the role of your lead magnet**
  Estimate how your lead magnet connects to your course and supports your offer.

Step 1 – Review your own experience with lead magnets

Start by thinking about a free resource you downloaded recently.

Type of lead magnet:

- ☐ PDF guide
- ☐ Checklist
- ☐ Video
- ☐ Template
- ☐ Resource list
- ☐ Other: _____

What made you download it?

- ☐ Clear title
- ☐ Specific promise
- ☐ Solved a problem I had
- ☐ Looked simple and practical
- ☐ Recommendation / trust
- ☐ Other: _____

Did it help you?

- ☐ Yes – I got a clear result
- ☐ Somewhat – it was useful but incomplete
- ☐ Not really – it didn't meet expectations

Did it make you want to learn more?

- ☐ Yes – I became interested in the creator
- ☐ Maybe – I was curious but unsure
- ☐ No – I didn't feel a next step

Notes

_____
_____
_____
_____

Step 2 – Identify what made a lead magnet effective

A strong lead magnet is usually:

- clear
- simple
- practical
- focused on one small result

Think about your example again.

Was it easy to understand?

☐ Yes
☐ Somewhat
☐ No

Did it give a quick result?

☐ Yes
☐ Somewhat
☐ No

Did it feel practical (not theoretical)?

☐ Yes
☐ Somewhat
☐ No

Did it build trust?

☐ Yes
☐ Maybe
☐ No

Which of these mattered most?

☐ Clarity
☐ Simplicity
☐ Practical value
☐ Trust
☐ Quick result

Notes

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Step 3 – Explore how people move toward buying

Before people buy, they invest in different ways.

Reflect on the four currencies:

Time

How much time might someone spend on your lead magnet?

☐ 5–10 minutes

☐ 10–20 minutes

☐ 20–30 minutes

☐ More

Information
What would they share?

☐ Email

☐ Name

☐ Phone

☐ Other: _____

Energy
What would they do?

☐ Read

☐ Watch

☐ Complete an exercise

☐ Reflect

Money
At this stage:

☐ No payment (free lead magnet)

☐ Small commitment mindset

Notes

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Step 4 – Define the role of your lead magnet

Your lead magnet is not the full solution.

It is the first step.

Think about your course.

My course topic:

_____

_____

What is the main transformation your course offers?

_____

_____

What could be a small first step before that?

☐ Understanding the problem

☐ Getting clarity

☐ Taking a simple action

☐ Trying a method

☐ Other: _____

My lead magnet helps with:

_____

_____

Does it feel connected to your course?

☐ Yes – clearly connected
☐ Somewhat – needs refinement
☐ Not yet – I need to adjust

Notes

_____
_____
_____
_____

Your Next Action

Based on this worksheet, define one possible direction for your lead magnet.

_____
_____

For this session

Write your reflection and share it in the WoDiLab Facebook group.

Think about:
- What made you download it?
- Did it help you?
- Did it make you want more?

By sharing, you not only reflect on your own experience —
you also help others gain ideas and inspiration.

Your points

- 1 XP – Watch the lesson
- 2 XP – Complete the worksheet
- 2 XP – Share your reflection in the WoDiLab Facebook group

Total: 5 XP

✨ Your lead magnet is your first connection.