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WoDiLab

CHOOSE YOUR LEAD MAGNET

Choose a simple and practical lead magnet that you can create and share.

ACTION CHECKLIST

☐ **Step 1 –Review different lead magnet formats**
Look again at the available formats and consider which ones feel simple and realistic for you.

☐ **Step 2 – Choose your lead magnet format**
Select one format that you can create without overcomplicating the process.

☐ **Step 3 – Define your lead magnet idea**
Think about a small, practical problem your lead magnet will help solve.

☐ **Step 4 – Create your working title**
Write a clear and simple title that reflects the result your audience will get.

Step 1 – Review different lead magnet formats

There are many ways to create a lead magnet.

Your goal is not to choose the “best” one.
Your goal is to choose something **you will actually create**.

Which formats feel most natural to you?

- ☐ PDF guide
- ☐ Checklist
- ☐ Resource list
- ☐ Template
- ☐ Video / audio
- ☐ Case study
- ☐ Blueprint
- ☐ Other_____

Which formats feel easiest to create?

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

Which formats would your audience find easiest to use?

☐ Read (PDF / checklist)

☐ Watch (video)

☐ Do (template / exercise)

Select your top 2 options:

1. _____

2. _____

Notes

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Step 2 – Choose your lead magnet format

Now choose ONE format.

My chosen format:

_____

Why does this format feel like the right starting point?

☐ It is simple to create

☐ I already have content for it

☐ It fits my topic well

☐ My audience prefers this format

☐ I feel confident creating it

Does this feel realistic for you right now?

☐ Yes – I can create this soon

☐ Mostly – I may need to simplify

☐ Not yet – I may adjust the format

Notes

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Step 3 – Define your lead magnet idea

A strong lead magnet solves one small problem.

It gives a quick win.

Think about your audience.

What is one small challenge they have?

_____

What first step can you help them take?

_____

What kind of result will they get?

- ☐ Clarity
- ☐ Understanding
- ☐ A simple action
- ☐ A small win
- ☐ Confidence to move forward

Does this feel:

- ☐ Specific and clear
- ☐ Somewhat clear
- ☐ Too broad (needs simplification)

Notes

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Step 4 – Create your working title

Your title is the first thing people see.

It should feel clear, simple, and useful.

Write 2–3 possible titles:

_____

_____

_____

_____

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Which title feels the strongest?

_____

_____

Does your title feel:

☐ Clear and easy to understand

☐ Practical and useful

☐ Too vague (needs refinement)

Notes

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Your Next Action

Choose ONE lead magnet format.

Write your working title.

Outline your first 3 points or ideas.

For this session

Start creating your lead magnet.

Keep it simple. Fow example:

- PDF → write 3 tips
- checklist → list 5 steps
- video → outline 3 points

Once you have your lead magnet idea and working title, share it in the WoDiLab Facebook group.

By sharing, you:

- stay accountable
- get feedback
- help others get ideas and inspiration

Your points

- 1 XP – Watch the lesson
- 2 XP – Complete the worksheet
- 2 XP – Create your lead magnet outline and share it to WoDiLab Facebook group

Total: 5 XP

✨ Simple creates momentum.