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WoDiLab

CONNECT YOUR LEAD MAGNET TO YOUR NICHE

Create a clear connection between your free resource and your course.

ACTION CHECKLIST

☐ **Step 1 – Define your broader topic (mega niche)**
Think about the bigger area you are working in.
This helps you understand the overall direction of your work.

☐ **Step 2 – Narrow your focus (micro niche)**
Identify a more specific area within your topic.
This helps your message feel clear and relevant.

☐ **Step 3 – Identify the entry problem**
Define one small, specific problem your audience is facing.
This is what your lead magnet will solve first.

☐ **Step 4 – Connect your lead magnet to your course**
Think about how your free resource leads into your course.
This ensures your lead magnet is part of a bigger journey.

☐ **Step 5 – Write your bridge**
Create one simple sentence that connects your lead magnet to your course.
This becomes your core message.

Step 1 – Define your broader topic

Every course belongs to a bigger area.

This helps you see the context of your work.

Examples:

- wellbeing
- career
- parenting
- business

My topic:

_____

_____

_____

Step 2 – Narrow your focus

Your audience is not looking for everything.
They are looking for help with a specific situation.

Examples:

- wellbeing → stress management
- parenting → supporting a child's emotions
- business → starting project management

My focus:

_____

_____

_____

Step 3 – Identify the entry problem

A strong lead magnet solves ONE small problem.

Think about your audience.

What is their first obstacle?

☐ I don't know where to start

☐ I feel confused

☐ I tried, but it didn't work

☐ I need clarity

☐ Other: _____

Describe the problem:

_____

_____

_____

Step 4 – Connect your lead magnet to your course

Your lead magnet is the first step.
Your course is the next step.

What does your course help people achieve?

_____

What does your lead magnet help them do first?

_____

Does it feel connected?

☐ Yes – clear connection

☐ Somewhat – needs refinement

☐ Not yet – needs adjustment

Step 5– Write your bridge

This is your key sentence.

Your lead magnet → first step
Your course → next step

Use this structure:

"This helps you _____ so you can _____."

Write your version:

_____

_____

_____

Your Next Action

Write your bridge sentence.

Then test it in a simple way:
- say it out loud
- or share it with one person

Notice:

- does it feel clear
- does it sound natural
- does it make sense as a next step

For this session

Take one small step forward.

You don't need to share this publicly.

Focus on clarity and confidence.

If you want, you can share it in the WoDiLab Facebook group
to get feedback and inspire others.

Your points

- 1 XP – Watch the lesson
- 2 XP – Complete the worksheet
- 2 XP – Define,test your bridge and share it in the WoDiLab Facebook group.

Total: 5 XP

✨ A clear connection makes the next step feel natural.