Interreg Co-funded by the European Union
Central Baltic Programme
WoDiLab

DEFINE YOUR 5-MINUTE SOLUTION

Create a simple and valuable first result that builds trust.

ACTION CHECKLIST

☐ **Step 1 – Define your topic and direction**
Clarify what area you are helping people with.
This helps you stay focused and avoid creating something too broad.

☐ **Step 2 – Identify one small problem**
Choose one specific challenge your audience is facing.
This makes your lead magnet clear and relevant.

☐ **Step 3 – Define your quick win**
Decide what small result your audience will achieve in a short time.
This builds trust and confidence.

☐ **Step 4 – Design a simple structure**
Outline how your lead magnet will guide them step by step.
This helps you create something practical, not overwhelming.

☐ **Step 5 – Keep it simple and useful**
Check if your idea is easy to understand and apply.
This ensures your lead magnet creates real results.

Step 1 – Define your topic and direction

Start from your course.

What area are you helping people in?

_____

What is the main transformation your course helps people achieve?

_____

_____

This helps you stay focused and avoid creating something too broad.

Step 2 – Identify one small problem

A strong lead magnet solves ONE small problem.

Not everything. Just one.

Think about your audience:

What is the first small problem they are facing
BEFORE they come into your course?

💡 **Simple Examples**

🎤 **Public Speaking**

❌ Wrong focus:
“I teach presentation structure”

✓ Real starting point:
“I don’t know what to say”
“I feel nervous to start”

👩‍👧 Parenting

❌ Wrong focus:
“I teach how to set boundaries”

✓ Real starting point:
“I don’t know how to respond calmly”
“I lose my patience”

📊 Project Management

❌ Wrong focus:
“I teach project management”

✓ Real starting point:
“I don’t know where to start”
“I feel overwhelmed with too many tasks”

👉 Notice:
People don’t start from the solution.
They start from a **problem they feel right now**.

Which of these feels closest?

☐ I don’t know where to start
☐ I feel confused
☐ I need clarity
☐ I tried, but it didn’t work
☐ I feel stuck
☐ I need quidance

☐ Other: _____

Now think about your audience — what are THEY feeling?

Describe your problem:

_____

_____

Step 3 – Define your quick win

Your goal is to give a small, real result.

Something they can feel quickly.

After your lead magnet, your audience will:

- ☐ Understand something clearly
- ☐ Take a simple action
- ☐ Feel more confident
- ☐ See what to do next
- ☐ Solve a small problem

👉 This is NOT your full solution.

👉 This is the first small step.

Write your quick win:

Does it feel:

- ☐ Clear and specific
- ☐ Somewhat clear
- ☐ Too broad (needs simplification)

Step 4 – Design a simple structure

A good lead magnet is simple and structured.

Choose your format:

☐ PDF guide

☐ Checklist

☐ Video

☐ Template

☐ Other: _____

Examples by format

PDF guide

- "3 steps to start project management"
- "Beginner guide to plant care"

Checklist

- "Dog sitter checklist before leaving your pet"
- "Room design checklist"

Video

- "How to structure your first presentation (5 min)"
- "How to calm your mind in difficult moments"

Template

- "Weekly planning template"
- "Conversation template for parents"

Your simple structure

Think:

Start → Action → Result

👉 What do they see first?
👉 What do they do?
👉 What result do they get?

Step 1: _____
Step 2: _____
Step 3: _____

Step 5– Keep it simple and useful

A strong lead magnet feels easy to use.

Ask yourself:

Is this:

☐ Easy to understand

☐ Quick to complete

☐ Practical

☐ Focused on one result

If not, simplify it.
What can you remove, shorten, or make clearer?

_____
_____
_____

Examples (to inspire you)

Lead magnets can be created in many different areas.
Here are some examples:

Course ideas / business

- "3 steps to validate your course idea"
- "Checklist: Is your course idea ready?"

Interior design

- "5 quick ways to improve your living space"
- "Room layout checklist"

Grief support

- "First steps to support yourself in loss"
- "Daily grounding exercise for difficult moments"

Pet care (dog sitter)

- "How to choose a trusted dog sitter"
- "Checklist for leaving your pet with someone"

Plant care

- "Simple plant watering guide for beginners"
- "3 signs your plant needs attention"

Project management

- "How to start your first project (simple framework)"
- "Weekly project planning template"

Public speaking

- "3-step structure for your first presentation"
- "How to calm nerves before speaking"

Parenting

- "How to set clear boundaries with your child"
- "Simple conversation guide for emotional moments"

Notice:
All of these solve **one small, clear problem**
and give a **quick result**.

Your Next Action

Write your quick win in one clear sentence.
Then say it out loud.

Notice:

- does it feel simple
- does it sound useful
- would someone actually use it

For this session

Take one small step forward.

You are not creating the perfect version.

You are creating something real.

If you want, you can share your quick win 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 – Create your first version of your lead magnet and share it in the Facebook group. Feel free to kindly ask a feedback.

Total: 5 XP

✨ Small results create trust and trust creates momentum.