

Lead Magnet Mastery

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Key takeaways

- There are nine tactical steps to get engaged leads: how I figured this out, why lead magnets are important, what and who, how to deliver, how to solve it, name it, make it easy, make it good, create the next steps.
- A lead magnet is a complete solution to a narrow problem, given away at a significant discount or free to attract ideal customers.
- The right lead magnet for the right avatar is a huge lever — a better-fitting lead magnet gets more engagement than a generic or poorly framed one.
- How you frame/name the lead magnet (the first five seconds/headline) often determines engagement far more than other elements; small wording changes move large amounts of traffic.
- If you're not getting enough leads, it's usually because the lead magnet isn't attractive enough to your ideal audience.
- Lead magnets should solve a narrow problem and reveal the next problem that only your core offer solves (so the lead magnet funnels to your core offer).
- Delivery format matters: people split almost evenly in consumption preference across e-book, audio, video, and physical — offer multiple formats and device accessibility.
- Quality of the lead magnet determines conversion (getting them to buy), while name/framing determines engagement (getting leads to opt in).
- Test names and frames via ads, polls, platform posts, or direct DMs; a sign of a winner is when people ask "When is this coming out?"
- Technical micro-skills matter (ads, targeting, landing page, thank-you page, cart/payment processor, scheduler, script) — they're part of executing lead generation.

Checklist

1. Define your avatar and the narrow problem
 - Identify the specific ideal customer (avatar) and a narrowly defined problem they care about.
 - Why: The right avatar + narrow problem dramatically improves engagement; your lead magnet must match who you're trying to attract.
2. Create a complete solution to that narrow problem
 - Produce a deliverable that fully solves that one narrow problem (concise case study, short training, checklist, etc.) and offer it free or at significant discount.
 - Why: A lead magnet is defined as a complete solution to a narrow problem; this attracts ideal customers and gives them immediate value.
3. Make the lead magnet reveal the next problem your core offer solves

- Structure content so solving this first problem naturally exposes the next bigger problem only solved by your core offer.
 - Why: This funnels engaged leads toward your core offer (the place you make most revenue), setting up future sales conversations.
4. Pick how you'll deliver the solution
 - Choose one delivery mechanism (information product, software, service format — pick one and design around it).
 - Why: Delivery choice determines accessibility and consumption; you must pick and optimize for that channel to get results.
 5. Name and frame the lead magnet (headline, first five seconds, image, subheadline)
 - Test multiple headlines, subheadlines, and images; iterate until you find the framing that drives the most engagement.
 - Why: Framing/headline sorts traffic — it often controls the majority of engagement. Small wording changes can multiply viewership and clicks.
 6. Test names and framing using low-cost feedback loops
 - Run cheap ads for A/B tests, run polls to your audience, post variations across platforms, ask followers to comment, or DM people/friends for feedback.
 - Why: Rapid testing gives directional cues cheaply; a winning headline is validated when people ask "When is this coming out?"
 7. Make consumption fast and easy; provide multiple formats
 - Offer the lead magnet in multiple formats (e-book, audio, video, physical) and ensure access across devices (phone, computer, Android, Apple, Kindle, Audible, podcast).
 - Why: Consumption preference is split across formats; making it easy increases actual consumption and therefore conversions.
 8. For services: make availability convenient
 - Make free/service delivery available at more times and in more ways (don't restrict to a single inconvenient time).
 - Why: If the service delivery window is inconvenient, people won't consume the lead magnet or take the next step.
 9. Ensure the lead magnet is high quality (so it converts)
 - Deliver real value that helps people; quality determines your ability to convert leads into customers.
 - Why: Engagement gets them in; quality determines whether they will buy your core offer.
 10. Build follow-up and conversion steps
 - Have concrete next-step actions (reach out for calls, schedule follow-ups, follow-up sequences/scripts) to convert opt-ins into sales.
 - Why: Opt-ins alone aren't sales — follow-up (calls, outreach) turned earlier opt-ins into closed customers in the example given.

11. Be prepared for the technical components

- Implement ads, targeting, landing page, thank-you page, cart/payment processor, scheduler, and scripts as needed.
- Why: Technical execution is required to run ads and convert leads into customers; lacking these skills can make effective lead magnets fail.

Examples:

- Webinar story: Spent eight weeks creating a webinar and \$500 on ads; many people opted in but didn't watch. Reaching out by call to those opt-ins led to closed sales — showing follow-up converts leads.
- Case study win: A 13-minute screen-recorded case study walking through ads, landing page, scheduler, script, and results (212 signups in a month) performed far better than the long webinar for that avatar.
- Headline/frame test: Editing the first five seconds of a short video increased views from ~4,000 to ~850,000 (200x) by changing the frame/perception.

Notes:

- If you're not getting enough leads, first suspect the lead magnet's attractiveness/framing rather than immediately blaming other parts of the funnel.
- Naming/framing drives engagement; quality drives conversion — address both.