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CONNECT WITH YOUR AUDIENCE

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# determine the **purpose** of your lead magnet

Think about the goals you want to achieve with your lead magnet. Do you want to generate leads for your email list, or do you want to attract new customers to your business? Write down the specific purpose of your lead magnet.



# identify your **target audience**

What is their name? How old are they?

Where do they live?

What is their gender? What is their relationship status?

Do they have a family? How many children?

What is their religion? What is their cultural background?



What is their highest level of education?

What is their career, work or job title?

Is their income low, average or above average?

What are their hopes and dreams?

What are their struggles, challenges and pain points in life?



What social media platforms do they use?

How do they prefer to consume content? i.e. Read, watch, listen

Are there any other key points about your avatar?



# choose **a topic** that will appeal to your target audience

Think about what topics would be relevant and valuable to your target audience.

Write down a few potential topics for your lead magnet.

Consider what titles you would give them.

How might this lead to your future offer?



# create **the content** for your lead magnet

Decide on the format of your lead magnet. Will it be a PDF guide, a video series, a template, or something else?

Write down a list of the key points you want to include in your lead magnet.

Consider how you can make the content easy to consume and actionable for your audience.



# map out the steps to **share** your lead magnet

How will you collect email addresses?

Consider where you will create your landing page.

How will you deliver your lead magnet?

(host it on your website, google drive, dropbox...)

How will you share about your lead magnet? (social media posts, paid ads, website, current contacts you have...)



# your **next steps**

note down what your next action steps will be

# THANK YOU

*thank you for  
joining the  
workshop*

need support growing your  
business? find out how:

[www.allyryde.com/cbb](http://www.allyryde.com/cbb)