



LEAD MAGNET

BRAINSTORMING

STUCK FOR IDEAS ON WHAT TO CREATE
AS AN EMAIL MAGNET?

An Lead magnet is a valuable tool to attract your target audience to subscribe to your email list or community. By providing quality content in exchange for their email address, you can position yourself as a credible source and establish a connection with them. This guide is intended to assist you in creating an effective email magnet tailored to your ideal client, to be utilised once you have identified their specific needs and desires.

AI PROMPT

NOW THAT YOU KNOW YOUR NICHE AND YOUR IDEAL CUSTOMER - DECIDING ON YOUR BEST EMAIL LEAD MAGNET MAYBE A LITTLE EASIER

I use Google's Gemini and Chat GPT often comparing the two results.

Prompt: My business is [Jaggerdesign.co.uk](https://jaggerdesign.co.uk). I offer [Squarespace websites](#) to [creatives and wellness therapist businesses](#), My ideal customer is around [45 years old, female and looking to restart a new career after her children have grown older](#), can you think about the pain points my ideal customer may be experiencing and suggest some pdf documents i can produce to entice them towards my services in the form of an email magnet

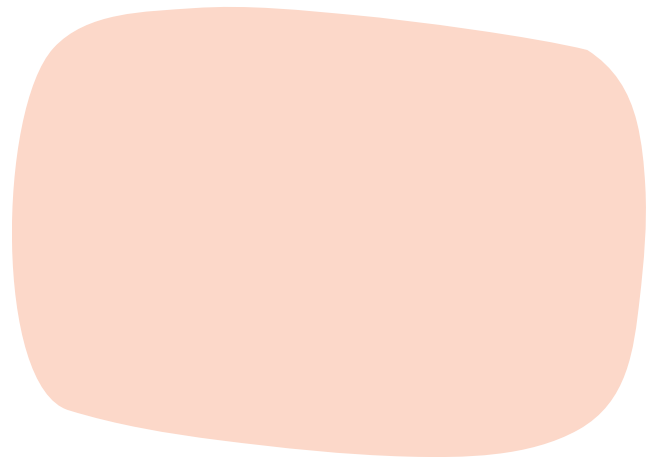
SOME PAIN POINTS FOR MY IDEAL CLIENT:

Painpoint

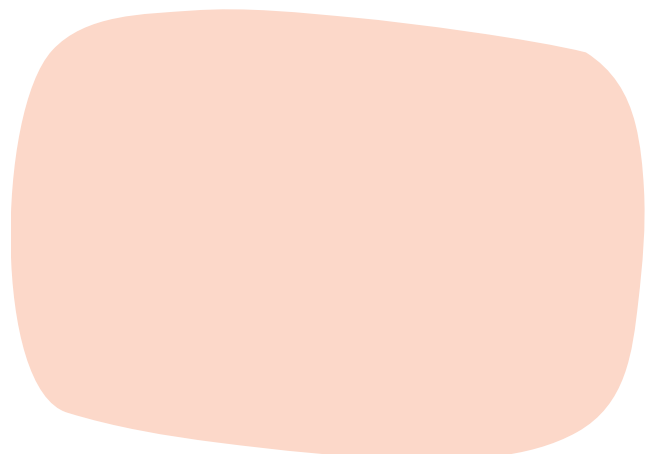
Solution



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Painpoint

Solution



EMAIL MAGNET



CHECKLIST

Value packed

Your email magnet should provide clear value that truly makes a difference.

Relevant

Align with the interests and challenges of your ideal customer.

Instantly
Accessible

The email magnet must be delivered and used immediately.

Teasing

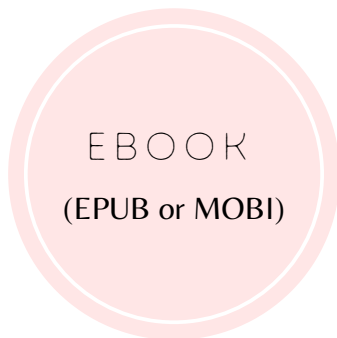
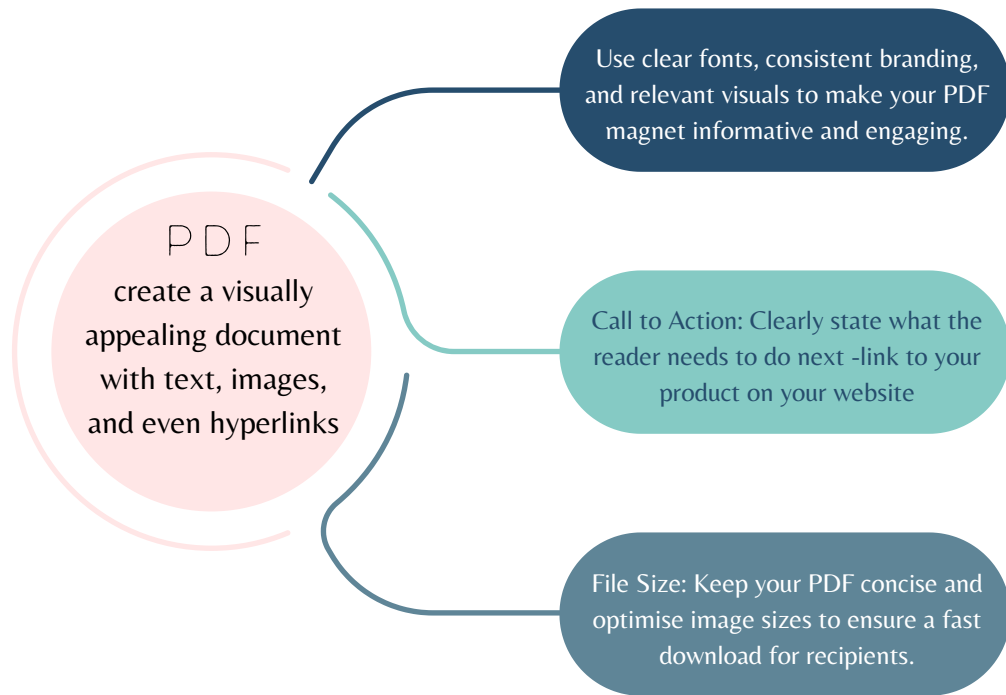
Generates interest in your main service offerings.

Simple &
Clear

Your offering should be simple to grasp and straightforward.



WAYS TO PRESENT YOUR EMAIL MAGNET



Consider using an e-book format like EPUB or MOBI for more detailed content in email magnets, offering better organization and compatibility with e-readers or Kindle devices.



Checklist or Cheat Sheet: For quick and actionable content, a downloadable checklist or cheat sheet can be an effective option. This format is easy to digest and provides users with immediate value.



A short video series delivered via email. You can break down your content into digestible segments and provide a link to each video in a sequence.