

Now, you might be wondering...**what's a lead magnet?**

A **lead magnet** is a complete solution to a narrow problem. It's the free thing you give away before your paid thing so you get more people to buy.



Now let's introduce a lead magnet before your core offer...



Lead magnet =

**Complete solution to a narrow
problem**

+

**It should reveal the next problem
which your core offer solves**

Lead Magnet Inspiration (consideration stage)

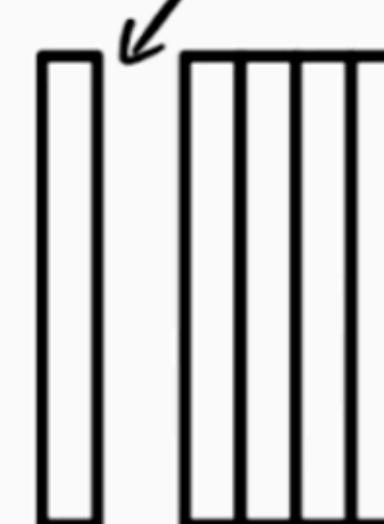
Pick the how: 3 Types of Lead Magnets

LEAD MAGNET TYPES

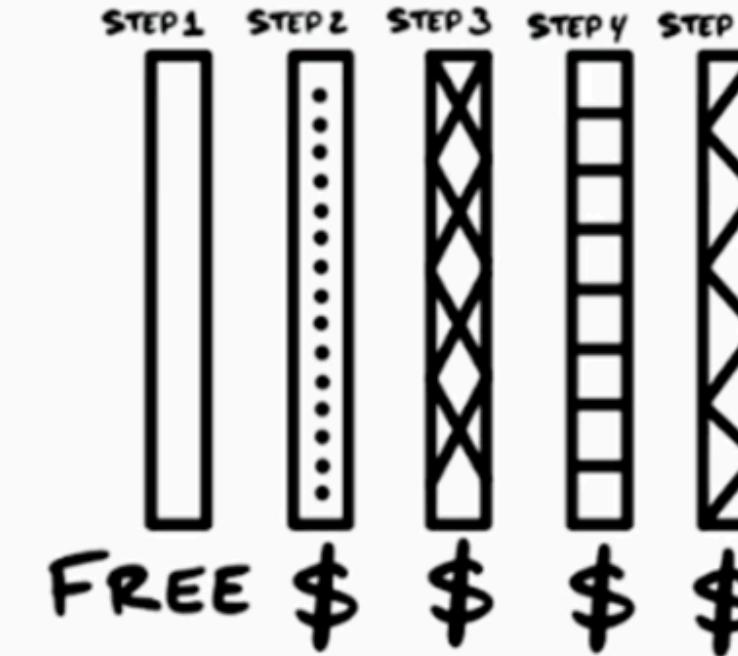
#1 REVEAL PROBLEM



#2 FREE TRIAL



#3 FREE STEP 1 OF X



Lead Magnet Inspiration (consideration stage)

Engage Your Leads: How You Want To Deliver it

DELIVERY MECHANISMS

#1
SOFTWARE



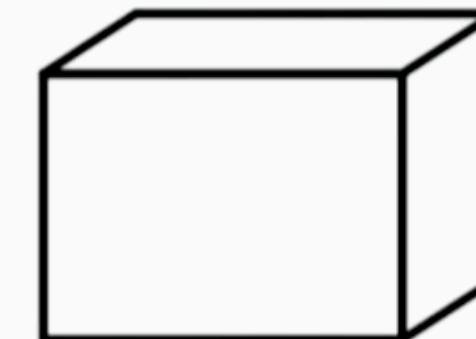
#2
INFORMATION



#3
SERVICES



#4
PHYSICAL
PRODUCTS



Each of these work with the 3 "how to solves" from last point

**make your lead magnets so high
quality most other people charge
for it**