

STRATEGIC LEAD MAGNET SPRINT

Guided Workbook

Create a strategic lead magnet that attracts the right people and naturally leads to your offer.

You can apply this exact system to create your own digital product for sale.

Lucy Siu



Welcome

Hi beautiful!

Welcome to Your Strategic Lead Magnet Sprint!

This guided workbook is designed to help you go from "I don't know what to create" to having a clear, strategic lead magnet you can confidently use in your business. You don't need to be perfect, experienced, or have everything figured out. You just need to follow the steps.

This Is a Guided Mentorship Experience:
This workbook is part of your Done-With-You Mentorship, so you're not doing this alone. Here's how your support works:

- Start by scheduling your **15-minute Kickoff Session:** https://koalendar.com/e/meet-with-lucy-siu-15
- We'll go over this workbook together, clarify your idea, and answer any questions so you feel confident moving forward.
- **Work through the guided exercises at your own pace:** Use the structure, examples, and templates to build your lead magnet step-by-step.
- Once you complete your lead magnet, **email me your lead magnet draft and workbook to info@lucysiu.com** prior to our meeting, and then schedule your **30-minute Review Session:** https://koalendar.com/e/meet-with-lucy-siu
- I'll give you personalized feedback, help you refine your work, and make sure it's clear, strategic, and ready to use.

The lead magnet may lead to sales right away, and this system works *even if you don't have an offer yet*. You can still use your lead magnet to grow your audience, build your email list, attract the right people, test your niche and message.

By the end, you will have:
A clear micro-niche audience
A lead magnet idea
A structured outline
A completed draft

Cheering for you,

Lucy

"Be strong and of good courage,
and do it..."
1 Chronicles 28:20

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you are in the right place



You're exactly where you need to be,
and we're going to keep this simple and clear.

Every online business, no matter the niche, moves through three core phases:
1. Traffic (Social Media) – this is how people discover you.
2. Funnel (Lead Magnet / Freebie) – this is how you connect and start the relationship.
3. Your Digital Home (your space/platform/offer ecosystem) – this is where people get to know you, trust you, and eventually buy.

Think of it like this:
You're walking down the street and pass by a restaurant. Someone outside offers you a small sample of their appetizer. You try it, you're intrigued, and you glance at the menu. Then you're invited inside, where the experience deepens—you look around, maybe sit down, and decide whether you want to stay and order or come back later.

- Traffic is how you found the restaurant.
- The sample is your lead magnet or freebie.
- The restaurant itself is your digital home, where nurturing and selling happens.

That's how online business works at its core—simple, but powerful when done intentionally.

Traffic



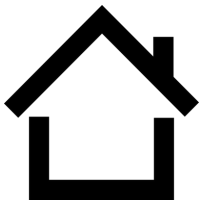


Funnel





Digital Home





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Now here's the coaching piece:



You don't need to overcomplicate this, but you do need to be intentional.

Creating a lead magnet or freebie is foundational because it gives people a reason to step closer to you. It's not just about giving something away; it's about offering something valuable enough to begin building trust.

Do you always need a freebie? Not necessarily.

But strategically done, they work because people often need a "taste" before they commit.

Also, your lead magnet doesn't have to be free. A low-ticket offer can serve the same purpose while also qualifying your audience and leading naturally into a higher-priced offer.

The goal isn't just to give; it's to guide.

And the good news?
You are absolutely capable of building something meaningful here. The key is to stay focused on the process, keep it simple, and build each piece with intention.

If you included The Lead Magnet Prompt Guide with your purchase, you made an excellent decision. Create a powerful lead magnet using my 25 customer AI prompts.

Using these custom ChatGPT prompts, you'll be able to simplify your content creation process, generate fresh ideas with ease, and build messaging that attracts your ideal audience.

If you haven't purchased the guide yet, you can grab it here: The Lead Magnet Prompt Guide



Let's build your strategic lead magnet...

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LEAD MAGNET - CHECKLIST

10 Point Checklist



These are the things that need to be present on the lead magnet:

- [ ] **Who is this for?**
  Be specific about your ideal audience and who you want to help.

- [ ] **What problem does it solve?**
  Focus on ONE clear problem your lead magnet helps fix.

- [ ] **What result or transformation does it provide?**
  Make sure your audience understands the benefit they will receive.

- [ ] **Is the title clear and attention-grabbing?**
  Your title should quickly explain the value of the lead magnet.

- [ ] **Is the content simple and easy to follow?**
  Use beginner-friendly language, short sections, and actionable steps.

- [ ] **Did I make it visually clean and organized?**
  Keep the layout easy to read and not overwhelming.

- [ ] **Does it provide quick wins?**
  Give your audience tips or steps they can apply right away.

- [ ] **Did I include up to 3 call-to-actions throughout the lead magnet?**
  Remind your audience what to do next. Repetition is OK.

- [ ] **Does it connect naturally to my offer or business?**
  Your lead magnet should lead into your product, service, mentorship, or next step.

- [ ] **Would my ideal client feel encouraged and supported after reading it?**
  Your content should leave your audience feeling confident, motivated, and ready to take action.

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NICHE + MICRO-NICHE CLARITY

Define your audience



Step 1: Niche

My niche is:

Step 2: Micro-niche (be specific)

My micro-niche is:

Examples:

Niche: *Busy Moms*
→ ***Micro-niche:*** *Busy moms who want simple weight loss (ages 30–45)*

Niche: *Beginners*
→ ***Micro-niche:*** *Women starting their first digital product (ages 20-40)*

Coaching tip:
The more specific you are, the easier it is to:

- attract the right people
- create relevant content
- and build something people actually want

Broad = confusing
Specific = powerful

Think:
Who exactly are you helping?
What specific situation are they in?



Top 11 Profitable Niches to Sell Digital Products

Go to pages 7 and 8

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LIST OF NICHES



Top 11 Profitable Niches to Sell Digital Products Online by Category:

Make Money Online
- The aspiring side hustler
- The creative mom wanting passive income
- The introverted entrepreneur

Personal Finance
- The debt-free seeker
- The overwhelmed debtor seeking freedom
- The future homeowner

Health and Fitness
- The busy professional trying to stay healthy
- Women wanting strength and energy gain

Weight Loss
- The transformation seeker
- Stress eater wanting control
- The hormonal weight struggler

Self-Improvement / Personal Development
- The personal growth enthusiast
- The self-doubt overcomer
- The overwhelmed business owner

Relationships and Dating
- The love seeker
- The woman rebuilding her love life
- The couple wanting stronger connection

Parenting
- The overwhelmed parent
- The intentional parent
- The parent navigating teenage years

Coaching tip:
How to niche it down:
For example, if you choose *Parenting*, you can narrow it to busy parents. To get even more specific, you can micro-niche it to single mothers who feel overwhelmed raising teenagers.

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Beauty and Skincare

- The beauty-conscious woman
- The clean beauty lover
- The mature woman wanting youthful skin

Digital Marketing

- The aspiring online entrepreneur
- The content creator
- The automation-driven entrepreneur

Pet Care

- The devoted pet-parent
- The new dog owner
- The health-conscious pet owner

Faith and Spiritual Growth

- The devoted spiritual seeker (a Christian man or woman wanting to deepen their faith, live purposefully and grow spiritually)
- The faith-based entrepreneur
- The believer seeking peace and healing through Scripture



Take a moment to visualize the person (your ideal micro-niche) you are creating this digital product for. Imagine their daily struggles, frustrations, dreams, and the specific problem they are hoping to solve. Think about how they feel before finding your product — overwhelmed, stuck, confused, or lacking direction — and then picture the transformation they experience after using what you created. Your digital product is not just information; it is a solution, a shortcut, encouragement, or a tool that helps move them closer to the life or business they desire. When you focus on the transformation you are providing, creating content and messaging becomes much easier because you are speaking directly to the person you are called to help.

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IDEAL CLIENT

Who are you helping?



My ideal client is someone who:

They are struggling with:

They want to:

Example:

She is a busy mom with no time for herself.
She struggles with weight gain and low energy.
She wants to feel confident and in control again.

Coaching tip:
You are not creating for “everyone.”
Clarity here makes everything else easier:

- your message
- your content
- your lead magnet

Imagine one person.
Write like you are helping her directly.

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CORE PROBLEM

What problem do you solve?



The main problem I solve is:

Example:

They don't know how to lose weight while managing a busy life.

Coaching tip:
A strong lead magnet solves ONE clear problem.
If you try to solve too much → it becomes overwhelming and unclear.

Ask:
"What is ONE thing they are frustrated with right now?"

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DESIRED RESULT

What do they want?



They don't just want information; they want:

If they solve this, they will feel:

Example:

They want a simple system that fits their lifestyle.
They will feel confident and energized.

Coaching tip:
People don't buy information—they want transformation.

Focus on:

- how they want to feel
- what their life looks like after

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YOUR ROLE

How do you help them?



I help my audience by:

My simple method is:

Example:

I help busy moms lose weight with simple habits they can actually maintain.

Coaching tip:
This positions you as a guide—not just someone sharing random tips.

Keep it simple.
You are helping them take small, clear steps.

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LEAD MAGNET IDEA

Choose your format



□ Mini Guide (downloadable PDF's or digital books)
□ Template / Swipe Files (ready-to-use designs, scripts or documents)
□ Printable (checklists, worksheets, calendars, planners)
□ Mini online video training

My idea (*describe the format in more detail*):

Coaching tip:
Simple lead magnets convert better.

Complex = overwhelming
Simple = actionable

Ask:
"What is the easiest way to help them get a quick win?"

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TITLE CREATION

Create your Title



Write 3 “catchy” title ideas:

Examples:

- *The No-Diet Weight Loss Plan for Busy Moms*
- *The 5 Daily Habits That Instantly Increase Your Energy & Focus*
- *The Busy Mom’s Confidence Comeback Guide*

Coaching tip:
Your title is what gets people to download. You can ask Chat GPT to generate a catchy title idea for the micro-niche and type of lead magnet (what it is about) you are working on.

Use:

- How to...
- 3 Steps to...
- Simple Guide to...

Make the title catchy, clear and benefit-focused.

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CAPTION CREATION

Create your caption



Write 3 caption ideas for each of the titles. *Note: A caption is a brief explanation or description of the title.*

Examples:

- *A simple, sustainable workout and lifestyle plan to help busy moms lose weight & feel confident in their bodies without restrictive dieting or giving up their favorite foods*
- *A practical daily habit system to help you boost your energy & stay focused throughout the day without relying on caffeine or feeling burned out*
- *A step-by-step confidence reset guide to help busy moms feel like themselves again & rebuild self-confidence without guilt, comparison, or overwhelm*

Coaching tip:
Ask Chat GPT or the Ai tool of your choice to use this formula to generate a caption for the title created on previous page. You can copy and paste this:

"Please generate a caption by using the following formula for this title ...(enter the title and then paste the formula before hitting enter)..."

_____(what it is) to_____ (what your niche wants) & _____(what your niche wants) without _____(what your niche doesn't want)

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STRUCTURE

Break it into steps



Step 1:

Step 2:

Step 3:

Example:

- *Step 1: Simple nutrition habits*
- *Step 2: Easy movement ideas*
- *Step 3: Daily routine tips*

Coaching tip:
Structure removes overwhelm for you and your audience

Think:
"What are the 3–5 simple steps to solve this?"

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QUICK WIN

What do they get fast?



The quick win is:

Example:
3 simple habits they can start today to feel more energized.

Coaching tip:
People want fast results.
A quick win builds confidence and trust.

Give them something they can apply immediately.

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CALL TO ACTION

What happens after?



After this, I want them to:

My CTA (call to action):

Example:
Join my email list for more simple tips for busy moms.

Coaching tip:
Your lead magnet should guide people somewhere next (i.e. link to your offer).

Start simple if you don't have an offer yet:

- Join your email list: *"Subscribe..."*
- Follow you: *"Follow me for more..."*
- Stay connected: *"Save this post and follow for more..."*

You can upgrade this later when you have an offer.

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FIRST DRAFT

Build your lead magnet



Write your lead magnet here, or use the **templates** in this mentorship packet as your guide ***(highly recommended)***

Example:
Habit 1: Drink water before coffee
Habit 2: 10-minute walk daily
Habit 3: Simple meal swaps

Coaching tip:
Done is better than perfect.

Focus on:
clarity > perfection

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CLARITY CHECK

Review your work



□ One clear problem
□ Simple
□ Specific audience
□ Quick win
□ Clear next step

What can I simplify?

Coaching tip:
If it feels complicated...simplify.

Simple always wins.

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FINAL REFLECTION

What did you create?



What feels clearer now?

How confident do you feel?

Coaching tip:
You don't need everything figured out to move forward.
You just created something real, useful, and aligned.
That's how momentum starts.

Now you can email me your lead magnet draft and copy of this workbook for review to info@lucysiu.com.

Then schedule your 30-minute mentorship meeting to give you personalized feedback, help you refine your work so it's clear, strategic, and ready to use.

Good things are coming

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STAY CONNECTED



Need Help? Let's Stay in Touch

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She Soars Higher