

10K Freedom Formula - Day 2 Workbook

Part 1: Map Your Invisible Funnel

- What type of content will attract your perfect person?
- What freebie or lead magnet can you offer?
- What email sequence or follow-up will nurture them?

Part 2: Magnetic Messaging Formula

- WHO do you help?
- WHAT do you help them achieve?
- WITHOUT what pain point?
- Write your Hook + Problem + Proof + Promise message:

Part 3: Content Pillars

- Credibility Content Idea:
- Connection Content Idea:
- Conversion Content Idea:

Part 4: Your Simple Marketing System

- How will you attract leads this week?
- How will you capture emails or interest?
- What simple offer will you present and how?

Bonus: Pre-Sell Your Offer

- What transformation do you promise?
- Write a short pre-sell post using Hook + Problem + Proof + Promise:

Final Reflection

- What's your biggest shift in understanding marketing today?
- What will you implement this week to start attracting and converting?