



the chaotic entrepreneur presents:

magnetic: 



make &  
market a  
brand new  
lead magnet  
in 3 days



a pre-work workbook

# what's a lead magnet?



simple. a lead magnet is a highly valuable, very simple resource that you offer to your people for free. in order to receive it, they give you their email so that you can send it to them, along with future emails regarding your free and paid offers.

## why do you need one?

because building your email list is essential for your business. your email list is the only community you own the contact information for. socials can disappear overnight (hacking, suspension, ban, etc.) but even if you switch email providers, you get to keep the email addresses, so you can always contact these folks.

# examples:

mental breakdown survival guide (audio course)

community business oracle card reading & coffee chat

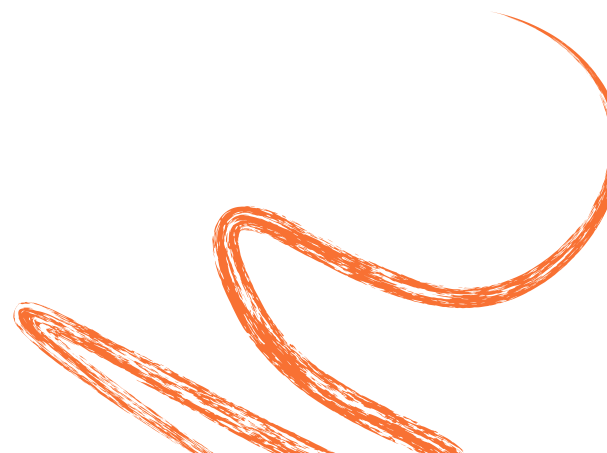
free 3-day event



# a lead magnet should attract... and repel

it should NOT be right for absolutely everyone. it should call out to your absolute best fit people, and only them. if others come, great, but you're really looking to talk to a very specific group of people only.

let's figure out who they are.



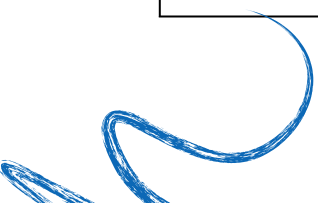
# your people


**Who do you help? Get specific. Don't be afraid to leave people out. If they're meant to work with you, they will, even if they don't fit this exact description:**

Write your answer here...

**If your people could wave a wand and magically change anything about their lives, what would they change? Why that thing?**

Write your answer here...






**What methods would you recommend to your people to help them get that magical change? What's worked for you/people you know/in the research/etc.?**

Write your answer here...

**Why are they gonna do all this work? What tangible result do they want in their lives?**

Write your answer here...



congrats you  
just drafted  
your “i help”  
statement!

“I help [answer from first box] with [answer from second box] through [answer from third box] so that they can [answer from fourth box].”

Ex)

“I help auDHDers with executive dysfunction through gamification & self-compassion so that they can do their dishes without putting it off for 4 days and attracting fruit flies.”

**Put your “I help” statement in the box below:**

Write your answer here...

this statement might  
sound a little clunky  
but it will help you  
stay focused on the  
goals your people  
want to achieve and  
how you can best  
help them achieve  
them





# moving forward:

armed with this “I help” statement, you’re now ready for the magnetic 3-day event.

in this event, we’ll talk about how to create a lead magnet that helps your specific people with their specific problem, in a way that feels easy and maybe even fun for them.

you’ll walk away with a fully created lead magnet, AND a plan for how to let people know it exists (and why they need it).

see you there!!!

*Megan Griffith*

