Irresistible Lead Magnet Blueprint Workshop

Preparation Form

1) Briefly describe your business:

2) List your MAIN area of expertise (expertise you want to be known for). Be specific.

3) Briefly describe your ideal clients and how you serve them:

4) What are your ideal clients' biggest struggles and challenges?

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5) What's one thing they want the most?

6) List 3 mistakes your ideal clients make around your topic of expertise *(it could also be 3 myths or misconceptions)*

7) If you could teach on any topic related to your expertise for 20 minutes – what would it be about?

8) What ONE PAID OFFER (service, program, coaching, product) you'd like your leads to (eventually) buy?

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