

Lead Magnet Builder Kit

Create useful free resources that attract leads and move them toward your offer.

CREATE • CAPTURE • CONVERT

Lead Magnet Builder Kit

A practical system for planning, creating, promoting, and improving high-value lead magnets.

PLANVORA

FREE VALUE



TRUST



LEAD



CUSTOMER

How to Use This Kit

02

Follow the system from idea to optimization.

1

Choose a specific audience problem.

2

Pick the right lead magnet format.

3

Define the promise and outcome.

4

Outline the content before designing.

5

Create a clear opt-in experience.

6

Promote the resource consistently.

7

Track leads and conversion rate.

8

Improve the next version from data.

Lead Magnet Strategy Worksheet

03

Start with one audience, one problem, and one clear promise.

Audience

- Who is this for?
- What are they trying to achieve?
- What are they struggling with?

Problem + Promise

- Problem: _____
- Desired result: _____
- Promise: _____

Audience Problem Finder

04

Choose problems that are specific, urgent, and solvable with a free resource.

1

Repeated question — What do they ask again and again?

5

Decision gap — What choice are they stuck on?

2

Time drain — What task takes too long?

6

Quick win — What small result could you help them achieve?

3

Costly mistake — What error wastes time or money?

7

Template need — What could you make easier with a ready-made asset?

4

Confusing step — What process feels difficult?

8

Search intent — What would they type into Google or social search?

Lead Magnet Types

05

Choose the format that best matches the problem.

1

Checklist

2

Cheat Sheet

3

Template

4

Workbook

5

Guide

6

Swipe File

7

Planner

8

Resource List

9

Mini Audit

10

Calculator / Tracker

Choose the Right Format

Match the format to the job your audience needs done.

Best for Speed

- Checklist
- Cheat sheet
- Swipe file
- Resource list
- Quick-start guide

Best for Depth

- Workbook
- Planner
- Template system
- Mini audit
- Tracker

Lead Magnet Idea Generator

07

Turn audience problems into specific, marketable free resources.

1

[Audience] Checklist for [Outcome]

2

[Topic] Quick-Start Guide

3

[Problem] Cheat Sheet

4

[Task] Template Pack

5

10 Ideas for [Desired Result]

6

[Topic] Mistakes to Avoid

7

[Goal] Planning Workbook

8

[Industry] Resource Directory

9

[Problem] Self-Audit

10

[Outcome] 7-Day Action Plan

Value Proposition Builder

08

A strong lead magnet makes one clear promise.

Formula

- Get [RESULT] without [PAIN].
- The simple [FORMAT] for [AUDIENCE].
- A practical guide to [OUTCOME] in [TIME].

Draft

- Audience: _____
- Result: _____
- Pain removed: _____
- Time / effort saved: _____

Lead Magnet Title Formulas

Use these formulas as starting points, then make the promise specific.

1

The Ultimate [Topic] Checklist

2

7 Steps to [Desired Result]

3

[Number] Ways to Improve [Outcome]

4

The Beginner's Guide to [Topic]

5

[Topic] Quick-Start Kit

6

Your [Goal] Planning Workbook

7

[Topic] Cheat Sheet

8

Before You [Action], Read This

9

The [Outcome] Swipe File

10

30-Day [Goal] Action Plan

Headline & Hook Builder

Use these formulas as starting points, then make the promise specific.

1

Get the [RESULT] without [FRUSTRATION].

2

Everything you need to [OUTCOME] in one place.

3

Stop guessing how to [TASK].

4

Use this simple system to [RESULT].

5

Save time on [TASK] with this ready-to-use resource.

6

Start [GOAL] with a clearer plan.

7

Turn [PROBLEM] into your next easy win.

8

Your step-by-step [FORMAT] for [OUTCOME].

Lead Magnet Outline

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Keep the resource focused and useful.

Opening

- Cover / title
- Who it is for
- The problem
- The promised outcome

Core Content

- Steps / framework
- Examples
- Templates / checklist
- Next action

Content Outline Worksheet

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Map the resource before designing it.

1

Section 1 — _____

2

Section 2 — _____

3

Section 3 — _____

4

Section 4 — _____

5

Section 5 — _____

6

Example / Case Study — _____

7

Quick Win — _____

8

Next Step — _____

Make It Actionable

Every section should help the reader do something.

- 1 Use short steps instead of long explanations.
- 2 Add examples wherever a concept feels abstract.
- 3 Include checkboxes, blanks, or prompts.
- 4 Give the reader one quick win early.
- 5 End each section with an action step.
- 6 Remove anything that does not support the promise.

Lead Magnet Quality Checklist

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A strong free resource should feel worth paying for.

1

Solves one specific problem

2

Promise is clear

3

Title is easy to understand

4

Content is genuinely useful

5

Examples are relevant

6

Design is easy to scan

7

Instructions are clear

8

CTA is included

9

File opens correctly

10

Branding is consistent

Landing Page Structure

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Guide visitors from attention to action.

Above the Fold

- Headline
- Subheadline
- Hero benefit
- Opt-in CTA

Below the Fold

- What they get
- Who it is for
- Benefits
- Preview / proof
- Simple CTA

Landing Page Copy Prompts

Fill the blanks to create your page.

1

Headline: Get _____ without _____.

2

Subheadline: This free _____ helps _____.

3

Benefit 1: _____

4

Benefit 2: _____

5

Benefit 3: _____

6

CTA: Get the free _____

7

Trust statement: Created for _____

8

After download: Next step is _____

Opt-In Form Essentials

Keep the conversion path simple.

1 Ask only for information you actually need.

2 Use one clear CTA.

3 Explain what the visitor gets.

4 Set expectations for delivery.

5 Make the form easy to use on mobile.

6 Avoid unnecessary distractions.

7 Test the thank-you / delivery flow.

Thank-You Page

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Use the moment after opt-in to guide the next action.

Immediate

- Confirm the resource is on its way.
- Tell them where to check.
- Repeat the core benefit.

Next Step

- Invite them to view the offer.
- Suggest a relevant next resource.
- Use one primary CTA.

Delivery Email Template

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Deliver the promised value and start the relationship.

Subject: Your free [RESOURCE] is here

Hi [NAME],

Here is your free [RESOURCE]. You can access it here: [LINK]

Inside, you'll find [ONE-SENTENCE BENEFIT].

Start with [QUICK WIN] today. When you're ready for the next step, check out [OFFER / NEXT RESOURCE].

Best,
[BRAND]

Lead Magnet Promotion Plan

Use multiple angles instead of repeating the same announcement.

1

Organic social post

2

Short-form video / Reel

3

Carousel / infographic

4

Story sequence

5

Email announcement

6

Website banner

7

Pinned post

8

Community / partner mention

9

Blog post

10

Repurpose into multiple formats

Promotion Hook Ideas

Lead with the problem, then reveal the free resource.

1

Struggling with [PROBLEM]? I made this for you.

2

Save this free [FORMAT] for your next [TASK].

3

Here is the checklist I wish I had earlier.

4

Want a faster way to [OUTCOME]?

5

Before you [ACTION], download this.

6

I turned the process into a simple [FORMAT].

7

Free resource: [RESULT] without the guesswork.

8

Use this before your next [TASK].

9

Get the exact framework I use for [OUTCOME].

10

Download the free [RESOURCE] and start today.

5-Frame Story Promotion

A simple sequence for Stories.

1

1. Problem: name the pain.

2

2. Relatability: show why it matters.

3

3. Value: reveal one useful tip.

4

4. Offer: introduce the free resource.

5

5. CTA: tell them exactly where to get it.

7-Day Promotion Sprint

A simple launch sequence you can repeat.

1 Day 1 — Announce the problem + resource

2 Day 2 — Share one quick win

3 Day 3 — Show a preview

4 Day 4 — Answer an objection

5 Day 5 — Share a use case

6 Day 6 — Remind with a new hook

7 Day 7 — Final push + clear CTA

Repurposing System

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One lead magnet can fuel weeks of content.

From One Resource

- 1 guide → 3 posts
- 1 checklist → 2 Reels
- 1 workbook → 5 Stories
- 1 template → 1 tutorial

Content Angles

- Problem
- Quick win
- Behind the scenes
- Common mistake
- Case study
- FAQ

Lead Nurture Sequence

Turn a download into a relationship—not just a contact record.

- 1 Email 1 — Deliver the resource
- 2 Email 2 — Help them get a quick win
- 3 Email 3 — Teach a related concept
- 4 Email 4 — Share proof / case study
- 5 Email 5 — Present the relevant offer
- 6 Email 6 — Handle a common objection
- 7 Email 7 — Clear next-step CTA

Email Subject Line Ideas

Simple, clear, benefit-led.

1

Your free [RESOURCE] is here

5

Your [TOPIC] checklist

2

Start with this today

6

One quick win for [AUDIENCE]

3

A simpler way to [OUTCOME]

7

Before you [ACTION], read this

4

Did you see this?

8

The next step for [GOAL]

Conversion Path Map

Know exactly what should happen after someone downloads.

Path

- Content
- Landing page
- Opt-in
- Delivery
- Nurture

Next Action

- Read
- Download
- Use
- Trust
- Buy / Book / Join

Lead Magnet Metrics

Track the numbers that tell you what to improve.

1

Landing page visitors

2

Opt-ins

3

Conversion rate

4

Traffic source

5

Email open rate

6

Email click rate

7

Offer clicks

8

Sales / bookings

9

Cost per lead (if paid)

10

Top-performing promotion

Simple Tracking Sheet

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Record results consistently.

1

Date: _____ Campaign: _____

2

Visitors: _____ Opt-ins: _____

3

Conversion rate: _____

4

Top source: _____

5

Email clicks: _____ Offer clicks: _____

6

Sales / bookings: _____

7

What worked: _____

8

What to test next: _____

Optimization Checklist

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Improve one part at a time so you know what caused the change.

Test the title

1

Clarify the CTA

5

Test the landing page headline

2

Improve delivery email

6

Simplify the opt-in form

3

Test a new promotion hook

7

Strengthen the preview

4

Repurpose the winning angle

8

Lead Magnet Audit

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Score the resource before your next promotion push.

Specific problem — 1 2 3 4 5

1

Ease of use — 1 2 3 4 5

4

Clear promise — 1 2 3 4 5

2

Design quality — 1 2 3 4 5

5

Perceived value — 1 2 3 4 5

3

CTA clarity — 1 2 3 4 5

6

Lead Magnet Swipe File

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Reusable structures you can customize.

The [TOPIC] Checklist

1

The [NUMBER]-Point Audit

5

The [AUDIENCE] Quick-Start Guide

2

The [TOPIC] Template Pack

6

The [GOAL] Workbook

3

The [GOAL] Action Plan

7

The [TOPIC] Cheat Sheet

4

The [TOPIC] Resource List

8

AI Lead Magnet Idea Prompt

Generate ideas without losing strategic focus.

You are a lead magnet strategist. My business is [BUSINESS].
My target audience is [AUDIENCE]. Their biggest problems are [PROBLEMS].
My main offer is [OFFER].

Generate 10 lead magnet ideas that solve one specific problem each.
For every idea provide: title, format, promise, 5-section outline,
promotion hook, and the most relevant next-step CTA.

Prioritize practical resources that can create a quick win.

AI Lead Magnet Creation Prompt

Turn the chosen idea into a useful resource.

Create a high-value lead magnet called [TITLE] for [AUDIENCE].
Problem solved: [PROBLEM]. Desired outcome: [OUTCOME].
Format: [FORMAT].

Create a concise, actionable resource with a strong opening, clear sections, examples, checklists or prompts where useful, and a final next-step CTA connected naturally to [OFFER].
Avoid generic filler and keep every section practical.

AI Promotion & Email Prompt

Create a complete promotion sequence.

Create a 7-day promotion campaign for my lead magnet [RESOURCE].
Audience: [AUDIENCE]. Problem: [PROBLEM]. Offer: [OFFER].

Create daily social posts, 3 Story sequences, 3 Reel hooks,
and a 5-email nurture sequence. Every message should have one
clear purpose and CTA. Vary the angles so the campaign does not
feel repetitive.

AI Optimization Prompt

Use your data to improve the funnel.

Analyze these lead magnet metrics:

Visitors: [VISITORS]

Opt-ins: [OPT-INS]

Conversion rate: [RATE]

Top traffic source: [SOURCE]

Email clicks: [CLICKS]

Offer clicks: [OFFER CLICKS]

Sales: [SALES]

Identify the 3 biggest opportunities, explain why,
and recommend 5 specific tests ranked by expected impact.

Publishing & Delivery Checklist

A simple execution checklist for turning the kit into results.

1

File name is clear

2

Resource opens correctly

3

Links work

4

Landing page works

5

Opt-in form works

6

Delivery email works

7

Thank-you page works

8

CTA is visible

9

Tracking is installed

10

Mobile experience checked

Launch Day Checklist

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A simple execution checklist for turning the kit into results.

Publish landing page

1

Send launch email

5

Test the opt-in yourself

2

Pin the main promotion

6

Publish announcement post

3

Monitor questions

7

Publish Story sequence

4

Record first-day metrics

8

30-Day Lead Magnet Action Plan

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A simple execution checklist for turning the kit into results.

Week 1 — Research + choose idea

1

Review results

5

Week 2 — Create + design resource

2

Keep the winning angle

6

Week 3 — Launch + promote

3

Improve one weak step

7

Week 4 — Nurture + measure

4

Plan the next resource

8

Your Lead Magnet Starts Here

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Create something useful. Earn attention. Build trust. Grow your business.

ONE PROBLEM.

ONE USEFUL RESOURCE.

ONE CLEAR NEXT STEP.

Planvora