

Worksheet: Create a Lead Magnet People Actually Want

Your step-by-step guide to building trust, solving problems, and converting with care 🧠

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Create a Lead Magnet People Actually Want

Your step-by-step guide to building trust, solving problems, and converting with care

1 Define the Problem You're Solving

My customer, not a customer, is a customer.
You can't not solve a problem.
You're not a customer, you're not a customer.
You're not a customer, you're not a customer.
You're not a customer, you're not a customer.
You're not a customer, you're not a customer.

Option 1: Solve the problem.
Option 2: Solve the problem.

6 Make It Feel Like a Cafe

Help your customer and be friendly.

- ☐ Bring a customer.
- ☐ Bring a customer.
- ☐ Bring a customer.
- ☐ Bring a customer.

2 New It Begn't Friendly

Help the customer:

- ☐ Sookor storage.
- ☐ Sookor storage.
- ☐ Sookor storage.
- ☐ Sookor storage.

Help the customer:

- ☒ You're not a customer.
- ☒ You're not a customer.
- ☒ You're not a customer.

5 Make It Easy to Say Yaa

Help the customer:

- ☐ Bring a customer.
- ☐ Bring a customer.
- ☐ Bring a customer.

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Create a Lead Magnet People Actually Want

Your Step-by-step guide to building trust, solving problems, and connecting with users

1 Define the Problem You're Solving

What's this trust sting-your audience examples child.

- My custom, trust, what because
- The smallest run 1 on one them of _____
- The local require unihelp from getblue _____ - tp _____

Optional into your travels to here

...The arena telling the story...

2 Keep It Beginner Friendly

Design Prompts -

- ☐ sample language
- ☐ Mobile trust trust
- ☐ Have a details to side the eye
- ☐ Microcopy that trust use!

Microcopy examples I'll use.

- ♥ Ake please - Don't satisfy!
- ♥ 'You'll get one email...a week, new.. You is connecting time. -

3 Add Emotional Resonance

Reflection Prompts

- ☐ One right way email]
- ☐ Friendly CTA's to g. Send my the giver]
- ☐ Microcopy that builds trust ["No spam, trust. Satisfy!"]

5 Final Touch! Your Lead Magnet Snapshot

Title: _____

Format: _____

4 Make It Easy to Say To

Opt-in Setup Stacole:

- ☐ One right way email]
- ☐ Friendly CTA's to g. Send my the giver]
- ☐ Microcopy that builds trust ["No spam, trust. Satisfy!"]
- ☐ CTA: _____

Placement Ideas: Defense

- Shillst shd-at frig date
- Little for fun and veru
- Do my to rough buiss part cmds
- Clean or gads to WR CTA:

✓ Section 1: Define the Problem You're Solving

Prompt: What's the first thing your audience struggles with?

- My audience feels stuck because :
- The smallest win I can give them is :
- The smallest win I can give them is : to

📁 Section 2: Make It Feel Like a Gift

Checklist: Use this to make your lead magnet feel warm and welcoming.

- ☐ I've written a friendly intro that speaks to their current challenge
- ☐ My layout uses soft colors and clear icons
- ☐ I've added a preview image to build trust
- ☐ My CTA feels like an invitation, not a demand

Optional Prompt: Write your intro sentence here:

- | | |
|---|---|
| ● | " This guide is for people who...": |
|---|---|

Section 3: Keep It Beginner-Friendly

Design Prompts:

 My layout includes:

- ☐ Simple language
- ☐ Modular sections
- ☐ Icons or visuals to guide the eye
- ☐ Microcopy that reassures

 Microcopy examples I'll use:

- “No jargon. Just clarity.”
- “You’ll get one email a week, max.”
- “You can unsubscribe anytime.”

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Section 4: Add Emotional Resonance

Reflection Prompt: Write a short story or sentence that mirrors your audience's journey.



“When I started, I felt...” :

.....



“This guide is what I wish I had
when...”

.....

Visual Notes: Use your brand palette and soft typography to signal calm and clarity.

Section 5: Make It Easy to Say Yes

Opt-In Setup Checklist:

- ☐ One field only (email)
- ☐ Friendly CTA (e.g. “Send me the guide”)
- ☐ Microcopy that builds trust (“No spam. Just clarity.”)
- ☐ Preview image or icon next to CTA

Placement Ideas:

I'll place my opt-in form:

- ☐ At the end of blog posts
- ☐ Inside carousel captions
- ☐ On my homepage next to agent cards
- ☐ Inside my guides as soft CTAs

🌟 Final Touch: Your Lead Magnet Snapshot

Fill this out to summarize your lead magnet before publishing:

●

Title:

.....

●

Format:

☐ Checklist ☐ Guide ☐ Carousel ☐ Template

●

Problem it solves:

.....

●

Emotional tone:

☐ Warm ☐ Reassuring ☐ Empowering

●

CTA:

.....

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♠ Best Regards, Team Desplinia ♠