

The logo consists of the text "marketing autopilot formula™" centered within a square frame made of orange lines. The top-left and bottom-right corners of the frame are open.

marketing
autopilot formula™

Module 5

Creating Your Irresistible Lead Magnet

The IRRESISTIBLE LEAD MAGNET

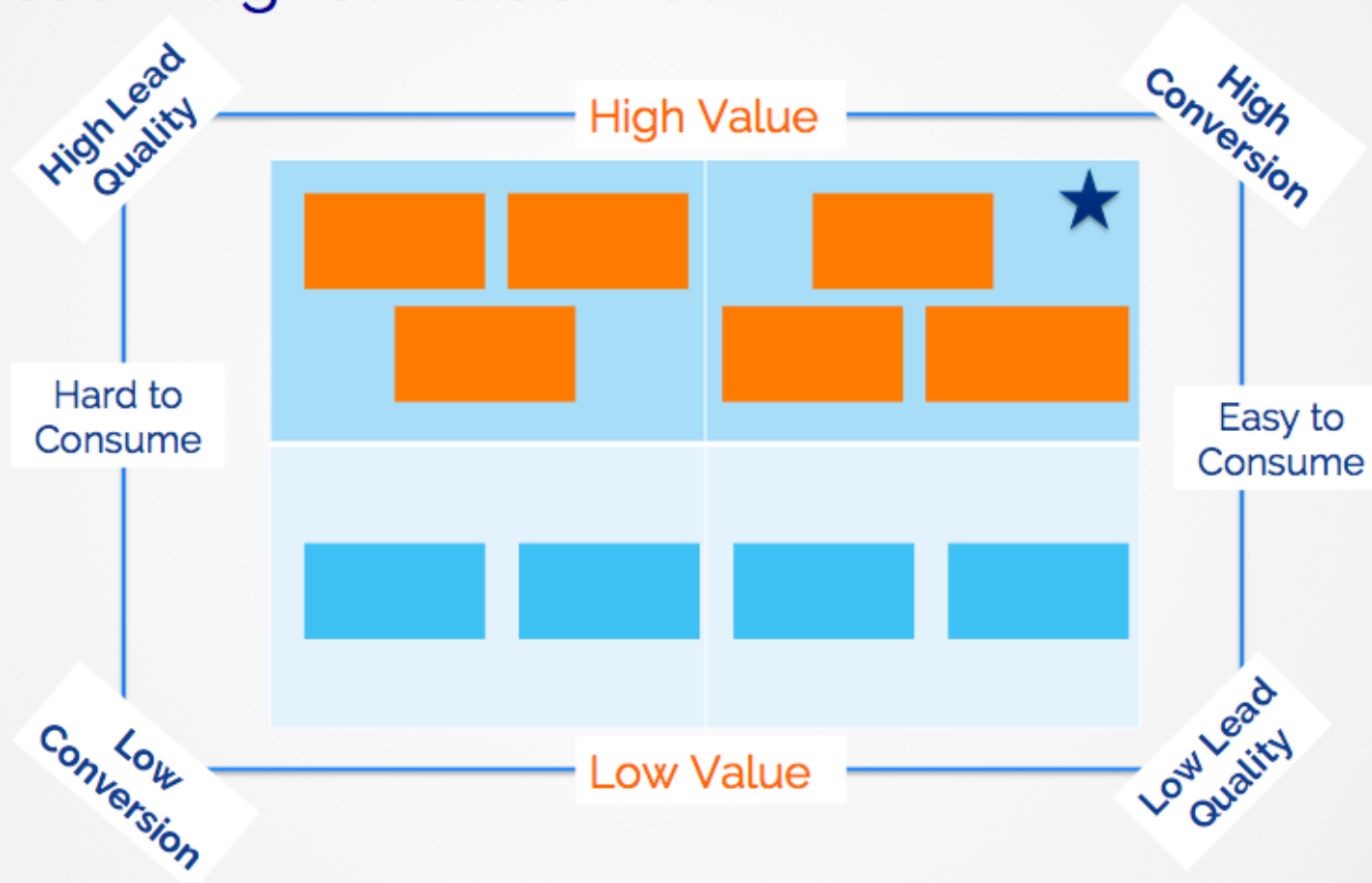


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Choose THE CORRECT LEAD MAGNET

Type of Lead Magnet	Cold Audience	Warm Audience	Hot Audience
Templates, Resource Guide, Checklist, Cheat Sheet			
eBook			
Mind Map			
Video Series			
E-Course			
Webinar			
Consultation			

The Lead Magnet Value Matrix



Next Steps to Creating Your Irresistible Lead Magnet

Toolset to Create Your Irresistible Lead Magnet

The CREDIBILITY BUILDER

The CREDIBILITY BUILDER VIDEO SCRIPT

1.

2.

3.

4.

5.

6.






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The FUNNEL PRELAUNCH CHECKLIST



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 Value Maximization Ladder	 Irresistible Lead Magnet (LM)	 Credibility Builder	 Value Add Event
<ul style="list-style-type: none"> <input type="checkbox"/> Is your sales steps and process clear? <input type="checkbox"/> What is your primary selling method? (Phone, retail, consulting, online) <input type="checkbox"/> Does your pricing reflect best practices? <input type="checkbox"/> Can you leverage the model? E.g. 1 to many 	<ul style="list-style-type: none"> <input type="checkbox"/> Is it part of your Trademark Solution? <input type="checkbox"/> Is it easy to consume? <input type="checkbox"/> Which part of the Trademark Solution does the LM cover? <input type="checkbox"/> Does the LM solve a problem that is of value to your ideal client? 	<ul style="list-style-type: none"> <input type="checkbox"/> Prepare your Credibility Video Script following outline. <input type="checkbox"/> Create video using phone or screen capture <input type="checkbox"/> Show your Trademark Solution at end. <input type="checkbox"/> Have a clear Call To Action for value add event <input type="checkbox"/> Be clear about what your value add event is 	<ul style="list-style-type: none"> <input type="checkbox"/> Choose the best funnel for your business model. <input type="checkbox"/> Create outline of your Value Add Event <input type="checkbox"/> Have an Irresistible Offer <input type="checkbox"/> Have a clear Call To Action <input type="checkbox"/> Test, Measure & Monitor key parts to improve <input type="checkbox"/> Follow the Magnetic Marketing Outline

Action Steps: