

Virtual Coach Accelerator

Inner Game of Coaching

Funnel Ideas, Topics & Titles

Lead Magnet Vs Program

Lead magnets and a short program share similarities both provide value to your audience and help establish your expertise. However, they serve different purposes and involve distinct approaches:

Similarities:

- Both lead magnets and short programs offer value, offer solutions and showcase your expertise.
- Both involve identifying audience needs, creating content and making it engaging

Differences:

- A lead magnet is primarily used for building an email list or attracting potential clients. It is a free resource in exchange for contact information. Its main goal is marketing-oriented, to initiate a relationship.
- A short program, on the other hand, might be free or paid but is more comprehensive, aiming to achieve a specific learning outcome or transformation for the participant.
- Lead magnets are typically shorter and more focused, offering a quick win or an introduction to a topic. Short programs are more detailed, offering deeper insights, structured lessons, and possibly interactive elements over a set period

Starting Out

- For a coach starting out, a lead magnet can be an effective tool to attract interest and build an audience.
- A lead magnet can be a small course but if your business depends on your immediate goals and income then you will need to know where to focus your attention and resources, and this will be based on the level of engagement you have or are looking for.

To determine the best starting point, consider asking yourself the following questions:

- What is my primary goal? If it's to build an email list and attract potential clients, a lead magnet is the way to go. If you aim to establish credibility and provide in-depth value, consider starting with a small course.
- What resources do I currently have?
Assess your available time, budget, and content. Creating a high-quality small course requires more resources compared to a lead magnet which is usually be a *smaller offering. Virtual Coach

Starting Out Cont'd

- What is the current size and engagement level of my audience?

If you're just building your audience, a lead magnet can help grow your list. If you already have an engaged audience, a small course might be more appropriate to deepen those relationships.

- What are my audience's needs and preferences?

Do they want quick solutions (lead magnet) or are they ready for more substantial, deeper and more transformative content (small course)?

- How quickly do I want to monetize my expertise?

A small course can provide a quicker path to monetization, assuming there's an audience willing to pay. A lead magnet, while not directly monetized, can be a long-term investment in building a paying customer base.

By answering these questions, you'll gain clarity on which option aligns best with your current situation, goals, and the needs of your target audience, guiding your decision on where to start.

Choose A Topic

- Get clear on what transformation your audience/client will undergo through your lead magnet. Clear, compelling outcomes are essential for having clients sign up and for guiding content creation. This is also the key for marketing, selling and sharing your work.
- Your lead magnet should promise and deliver a clear result/transformation.
- Define what your clients will know, get, do, or feel newly by the end of the offering . Use these outcomes to structure your content and ensure every piece contributes to these goals.
- You do not have to know everything on that topic to teach or create content about it. You can do further research to fill in holes but you have to actually pick a path and find the topic
- You are never going to be sure that what you are creating is right. You will never be certain that what you make will be well received. You won't even know for sure if what you teach has value. It literally comes down to imperfect action and the practice of doing it.

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Clear Compelling Outcomes

-Lead Magnets

Here are examples of lead magnet that can highlight the value and transformation offered:

Lead Magnets:

- **Discover the Top 5 Strategies to Double Your Productivity in Less Than a Week:** Learn proven techniques to significantly boost your efficiency, allowing you to achieve more with less stress and time.
- **Unlock the Secrets to a Healthier, More Energized You in Just 3 Days:** Gain insights into simple lifestyle changes that can dramatically improve your physical and mental well-being, leading to increased energy levels and overall health.
- **Transform Your Mindset in 7 Days:** Master the art of positive thinking with daily exercises designed to shift your mindset, resulting in greater happiness, resilience, and success in personal and professional life.

Clear Compelling Outcomes- Courses

Here are examples of Courses that can highlight the value and transformation offered:

Courses:

- **From Passion to Profit: Launch Your Online Business in 30 Days:** A step-by-step guide to turning your passion into a profitable online business, covering everything from identifying your niche to launching your first product or service.
- **The Ultimate Relationship Building Course: Create Deeper Connections in 60 Days:** Learn the skills and strategies to build meaningful relationships, enhance your communication, and deepen connections with friends, family, and colleagues.
- **Master Your Personal Finances: A 4-Week Crash Course:** Gain control over your finances with comprehensive strategies for budgeting, saving, investing, and debt management, setting the foundation for long-term financial freedom.

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Exercise

1. Choose whether you are creating a lead magnet or small course. See the attached list of ideas and decide which one works best for you. If unsure start with doing a small course (This is because a lead magnet can always be a condensed or smaller version of the course).
2. Get clear on the topic you want to share or teach about. What are some things you could talk about that would be useful, interesting or offer solutions?
(You do not need to know content or details just the topic - even if vague)
3. Once you have the topic, use chat gpt to play around and find your title (see attached doc)

Prompt for ChatGPT: “I am a life coach that wants to reach (insert your target client: middle aged women who are moms, teachers, male CEO’S etc) and I want to teach about (insert topic and any and all details about it). Please give me some clear, compelling ideas that focus on outcomes that I could use for creating a lead magnet or a course. ideally I would like to deliver it in a (choose which method you want it offered) Please give 2-3 example for each”

4. Look over the list of 20 Lead Magnet ideas to get some ideas on what other options might be available to you to create/generate leads.