

# Lead Magnets That Convert

## Client Engine:

[https://drive.google.com/file/d/1ef6Y6-Aq9l0wfhZjSBa-M7ZLmQdO\\_wcK/view?usp=sharing](https://drive.google.com/file/d/1ef6Y6-Aq9l0wfhZjSBa-M7ZLmQdO_wcK/view?usp=sharing)

## 2025 Funnels - What Works In Modern Marketing:

[https://docs.google.com/document/d/1pvXC86687lLfrwhm1cS8xeLWhlZZZ5hqW\\_XnyS4vx-k/edit?usp=sharing](https://docs.google.com/document/d/1pvXC86687lLfrwhm1cS8xeLWhlZZZ5hqW_XnyS4vx-k/edit?usp=sharing)

## Quick recap

The meeting focused on discussing lead magnet strategies and their implementation in business. Warren provided an in-depth explanation of different types of lead magnets, including reports, toolkits, blueprints, and quizzes, emphasizing the importance of offering high-value content in exchange for contact information. He shared examples from successful businesses and outlined key characteristics of effective lead magnets. The group then engaged in a practical exercise using ChatGPT to conduct market research on competitors' lead magnets. Warren guided participants through the process of uploading research materials and creating prompts for the AI tool. The session concluded with participants beginning their deep research using ChatGPT, which would provide insights into industry trends and competitor offerings.

## Summary

### Promoting Love Course at Louvre

Minka discussed her plans to promote her relationship and love-focused online course, Keep Your Wife, during Slovenia's Louvre Festival from February 8 to March 12. She proposed offering a free e-book, conducting a podcast with special gifts for listeners, and organizing a workshop to create a pre-recorded 8-section course. Warren advised Minka on recording high-quality content, suggesting she hire a professional for the workshop filming and use OBS Studio or AI notetakers for better video quality. Warren also recommended structuring a lead funnel, combining email nurturing sequences with live events, and pitching a conversion event like a webinar at the end of the challenge to increase sales.

### Sales Funnel Strategy Discussion

Warren advised Minka on sales funnel strategies, emphasizing the importance of experimentation and not overwhelming audiences with too many pitches. He recommended a

1-in-5 pitch ratio for email marketing and suggested capitalizing on the momentum from recent promotions by launching a follow-up campaign within a couple of weeks. Warren also stressed the value of completing the entire sales process, even with a small number of leads, to gather data and improve future strategies. Quillan shared his concerns about renewing his business in 2026 after a challenging 2025, including a lost sale and feedback about offering too much for free. He mentioned plans to meet with a former client to set up their CRM for free and expressed a desire to start the new year with a fresh perspective and strategy.

## **Overcoming Procrastination and Achieving Success**

Warren and Quillan discussed strategies for overcoming procrastination and achieving success in business. Warren shared his personal journey from homelessness to entrepreneurship, emphasizing the importance of discipline over motivation. He introduced the concept of "informed optimists" versus "informed pessimists" and encouraged Quillan to take action despite feeling uncertain. Quillan identified several tasks to focus on, including building content, reaching out to her email list, and developing a course curriculum. Warren advised Quillan to trust her abilities and suggested using protected time blocks for important tasks. They also discussed the importance of marketing oneself as a video agency, with Warren recommending Quillan offer free work to build a portfolio.

## **Adapting Coaching in the AI Era**

Warren shared his personal journey from homelessness and drug addiction to becoming a successful coach and mentor, emphasizing how trauma can build resilience. He discussed the challenges facing the coaching industry, noting declining sales due to market saturation and the rise of AI, but highlighted the value of human coaching in guiding clients through AI tools. Stuart shared his experience with coaching and AI, expressing concern about staying relevant in the market, to which Warren responded by describing how he has adapted his approach by rebranding himself as a teacher and mentor to maintain authenticity and value in his work.

## **AI Service Presentation Strategies**

Warren and Stuart discussed strategies for presenting AI services, emphasizing the importance of selling results rather than the tools themselves. Warren suggested using custom GPTs to create a distinct interface that hides the underlying technology, while Stuart expressed interest in exploring options for building a custom front end. They also discussed the cost and benefits of using RAG MCP software, with Warren recommending Delphi AI as a starting point. Additionally, Warren recommended two newsletters, TLDR and AI Tools Report, for staying updated on AI developments.

## **Lead Magnet Creation Strategies**

Warren discussed the importance of lead magnets in converting leads into clients and emphasized the need for a high-value, easily consumable offer to attract potential subscribers. He outlined five types of lead magnets: reports and guides, toolkits and resource guides, cheat sheets, blueprints and templates, and quizzes, tests, assessments, and challenges. Warren provided a step-by-step guide on creating a lead magnet, including researching competitors, summarizing outcomes and motivations, and conducting a lead magnet criteria audit. He encouraged participants to focus on researching lead magnets in their industry for their avatar and to use ChatGPT for assistance in the process.

## **Lead Magnet Research Process**

Warren guided Quillan and Minka through a process of uploading a lead magnet research worksheet and conducting deep research using ChatGPT. They discussed how to properly format prompts and navigate the research process, with Warren emphasizing the importance of answering questions generated by the AI. Quillan shared his challenges in defining his videography business and networking strategy, and Warren suggested attending more IMP events to connect with affluent clients.