



Create Your List-Building **LEAD MAGNET**

Simple 8-page Blueprint



DianaLidstone

The Entrepreneur's G.P.S.

LIST-BUILDING LEAD MAGNET BLUEPRINT:

Simple & Easy in only 8-pages!

Page 1. COVER

Your cover should contain the title of your lead magnet, a picture (preferably of you or at least happy clients) and contact information! You can easily create this in 'Word' and then save to a pdf or you can use a tool such as Canva or PicMonkey!

Page 2. THE PROBLEM you'll be solving for them

On this page, you want to simply explain the problem that you'll be solving; why it exists and why it's important to solve this NOW.

Page 3 THE MISTAKES/SECRETS

In this section, you'll list the mistakes or secrets that you're going to share (these tend to be the easiest types of lead magnets to create).

Each mistake should talk about THE problem, then share a story about the problem (preferably a client success story); and then your solution to the problem!

If you're going to share 'secrets', then each secret should outline what to do, what not to do, and either a client story or a case study.

Page 3 Mistake/secret #1

Page 4 Mistake/secret #2

Page 5 Mistake/secret #3

Page 6 Mistake/secret #4

Page 7 Mistake/secret #5

Page #8 Your CTA and Bio

Your list-building lead magnet should end with a strong CTA (call-to-action) and your 1-2 paragraph (5-6 sentence) biography.  **Diana Lidstone**
The Entrepreneur's G.P.S.

www.DianaLidstone.com   

Want to know what YOUR list-building lead magnet is?

Schedule a call with Diana [here](#)



A sought-after expert in the world of marketing strategy & business growth, Diana Lidstone is THE strategist for CEOs, consultants and coaches throughout North America who are sick & tired of losing money because they simply don't know how to market themselves.

She is known as creator of the GPS Growmeter™ and founder of the Simplified Marketing Roadmap™. Diana is also a bestselling author of SHIFT INTO RICH: Navigate the 9 roadblocks to small business success

She is known for her straight-talk, no fluff approach – providing clarity & simplification.

Diana & her husband of almost 45 years love boating in the Thousand Islands, Canada. She is often found taking daily walks with her dog and drinking champagne (not at the same time!).