

# The Lead Magnet & Landing Page Kit

Make a free offer people want, and a page that gets them to sign up. Follow the order below. You do not need to read everything before you start.

## YOUR FIRST HOUR, STEP BY STEP

- 1 Use 'The Freebie Picker' to choose your freebie and fill in its sign-up page.
- 2 Run the Checklist against your current page (or your idea). Circle the weak spots.
- 3 Read the Guide for the core page structure: headline, body, proof, call to action.
- 4 Fill in the Workbook to draft your own headline, offer and button text.
- 5 Paste the Prompts into ChatGPT or Claude to get 10 headline options in minutes.
- 6 Build the page with a tool from the Toolstack. Several have free plans.

## WHAT IS IN THIS KIT

|           |                                              |    |
|-----------|----------------------------------------------|----|
| New       | The Freebie Picker                           | 4  |
| Checklist | Every step on a few pages, tick as you go    | 4  |
| Guide     | The method, step by step                     | 15 |
| Workbook  | Fill-in exercises for your own business      | 11 |
| Prompts   | Copy-and-paste prompts for ChatGPT or Claude | 14 |
| Toolstack | Tools to use, many with free plans           | 8  |
| Ebook     | The full book, for the complete picture      | 47 |

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Questions about your order? Message us through Whop (it is in your purchase receipt). · The Upward Co., tools for building upward.

# The Freebie Picker

Most lead magnet advice is generic, and most templates only give you a nice layout. This page tells you what to actually offer for your kind of business. Pick one row, pick one idea, and make it in an afternoon.

| YOUR BUSINESS                      | WHAT WORKS BEST                                        | IDEAS YOU CAN COPY                                                                                             |
|------------------------------------|--------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <b>Trades and home services</b>    | A checklist that saves them a call-out or a mistake    | "7 checks before you call a plumber", "What to ask before you hire a roofer", a seasonal maintenance checklist |
| <b>Coaches and consultants</b>     | A short self-check that shows them where they're stuck | A 10-question scorecard, a one-page plan, a "first week" guide                                                 |
| <b>Online shops</b>                | A guide that helps them choose or use the product well | Size or fit guide, care guide, "which one is right for me" quiz                                                |
| <b>Freelancers and agencies</b>    | A template or swipe file they can use today            | Proposal template, brief template, client onboarding checklist                                                 |
| <b>Health, fitness, wellbeing</b>  | A small plan for one week                              | 7-day starter plan, habit tracker, beginner's checklist                                                        |
| <b>Cafés, food, local shops</b>    | A reason to come back, not just a discount             | Recipe card, local guide, "first visit" welcome card                                                           |
| <b>Accountants, legal, finance</b> | A deadline or a calculator they'd otherwise miss       | Key dates calendar, "documents you'll need" checklist, simple cost calculator                                  |

## The 3-question test before you make it

1. **Is it fast?** Can someone use it in under 10 minutes?
2. **Is it specific?** Does the title name who it's for or the exact problem?
3. **Does it lead to what you sell?** Someone who uses it should want your paid help next.

If you can't decide, make a checklist. It's the quickest to build and the easiest to use.

# LANDING PAGE PERSUASION CHECKLIST

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## Purpose:

The following checklist provides actionable steps to help you create effective landing page copy that captivates and converts your audience. Use these items to improve your copywriting skills and turn your landing pages into powerful marketing tools.

1. **Understand Your Audience**
  - ☐ Conduct thorough market research to identify your target audience's needs, desires, and pain points.
2. **Craft a Magnetic Headline**
  - ☐ Create a headline that is clear, relevant, and includes a strong promise.
  - ☐ Ensure the headline incorporates psychological triggers like curiosity and urgency.
3. **Use Attention-Grabbing Subheadings**
  - ☐ Write subheadings that clearly convey the benefits or features of your product/service.
4. **Develop Narrative Consistency**
  - ☐ Align your body content with the promises made in your headline and CTA (Call to Action).
5. **Address Objections Proactively**
  - ☐ Identify common objections and address them directly within your copy, providing evidence where needed.
6. **Incorporate Social Proof**
  - ☐ Use testimonials, case studies, and statistics to build

## Captivating Headlines

### Exercise 1: Headline Analysis

Analyze the following headlines and rate their effectiveness on a scale of 1-5 (1 being least effective, 5 being most effective).

Explain your reasoning.

a) "Revolutionize Your Digital Marketing Paradigm with Our Cutting-Edge Solutions"

Rating: \_\_\_\_

Explanation: \_\_\_\_\_

b) "Boost Your Online Sales by 37% in 30 Days - Guaranteed"

Rating: \_\_\_\_

Explanation: \_\_\_\_\_

c) "The Secret to Stress-Free Project Management"

Rating: \_\_\_\_

Explanation: \_\_\_\_\_

### Exercise 2: Headline Transformation

Transform these weak headlines into strong, compelling ones using the principles discussed in the book.

a) "Our Software is Good"

Improved: \_\_\_\_\_

b) "Learn About Time Management"

Improved: \_\_\_\_\_

c) "New Product for Sale"

Improved: \_\_\_\_\_

## Crafting Captivating Headlines

### 1. **Headline Transformation**

I have a basic headline for my landing page: "[Insert your basic headline]". Based on the principles of creating attention-grabbing headlines, please provide three improved versions that incorporate clarity, relevance, urgency, uniqueness, and a strong promise. Explain why each version is more effective.

### 2. **Headline A/B Testing**

I'm preparing to A/B test headlines for my landing page about [insert product/service]. My target audience is [describe your target audience]. Please generate five pairs of headlines to test, each focusing on a different psychological trigger (e.g., curiosity, scarcity, social proof). Explain the psychology behind each pair.

### 3. **Industry-Specific Headline Analysis**

I'm in the [insert your industry] industry. Please analyze the following three popular headlines from my competitors:

1. [Competitor headline 1]
2. [Competitor headline 2]
3. [Competitor headline 3]

Explain what makes each effective (or not) and suggest how I could create a headline that stands out while incorporating the best elements from these examples.

### 4. **Headline Formulas Application**

I need to create a headline for a landing page promoting [describe your product/service]. Please apply the following headline formulas to my product/service:

1. How to [Achieve Desired Outcome] in [Timeframe]
2. [Number] Ways to [Solve a Problem]