

◆ LEAD MAGNET WORKSHEET ◆

Title: Attract Your Aligned Audience with a Free Offering

From Riz & Oriah Mirza – The Ascension Codes

Why a Lead Magnet?

Think of your lead magnet as an energy handshake. It's your chance to offer real value, build trust, and magnetize the people meant to work with you—without needing to sell.

Your lead magnet should:

- Solve a specific problem your ideal client has
 - Reflect your voice, gifts, and essence
 - Be simple to consume, but powerful in impact
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STEP 1: CLARIFY THE PURPOSE

What is one problem your ideal client wants help with right now?

What do you want your audience to feel after they receive your free gift?

- ☐ Inspired
- ☐ Seen
- ☐ Clear
- ☐ Curious to work with you

Other: _____

STEP 2: CHOOSE THE FORMAT

What is the easiest and most authentic way for you to deliver this?

- ☐ PDF mini-guide or workbook
- ☐ Meditation audio
- ☐ 3-part video or email series
- ☐ Quiz or self-assessment
- ☐ Checklist
- ☐ Spiritual tool or printable (journal prompt, altar layout, ritual)

STEP 3: NAME YOUR LEAD MAGNET

Keep it short, clear, and magnetic. Example titles:

- “The Clarity Codes: 5 Questions to Reveal Your Soul Gifts”
- “Awaken Your Channel: A Guided Activation”
- “Your First Sacred Offering Blueprint”

Your Title:

STEP 4: WHAT'S INSIDE?

List 3 core things your lead magnet will offer.

1.

2.

3.

STEP 5: HOW WILL YOU DELIVER IT?

- ☐ Through email after sign-up (MailerLite, ConvertKit, etc.)
- ☐ Through a private Google Drive or Dropbox link
- ☐ Hosted on your website with a hidden download page

STEP 6: BUILD YOUR EMAIL LIST

Where will you promote this lead magnet?

- ☐ Website
- ☐ Instagram bio
- ☐ YouTube description
- ☐ Podcast outro
- ☐ Client onboarding sequence

FINAL TIPS FROM RIZ & ORIAH:

Start simple. One solid freebie can build your list, establish your voice, and create energetic reciprocity. You're not just giving information—you're offering transformation.