

Marketing & Advertising Prompts

Generate downloadable lead magnet ideas, titles, structures, and positioning angles designed to increase opt-ins, build trust, and attract qualified leads.

Difficulty: Beginner

Model: ChatGPT / Claude

Use Case: Lead Generation

Updated: May 2026

Why This Prompt Exists

Most lead magnets fail because they are created from the business's perspective instead of the customer's.

Businesses often produce broad ebooks or generic PDFs nobody actually wants, then wonder why conversion rates remain low.

A strong lead magnet solves a narrow, immediate problem.

It creates a quick win, builds trust, and naturally leads toward a larger solution.

This framework helps generate lead magnets that feel practical, relevant, and genuinely useful instead of disposable marketing filler.

The Prompt

Assume the role of a direct-response marketing strategist specializing in lead generation and customer acquisition.

Your task is to generate compelling lead magnet concepts for a business.

Before creating ideas, analyze the audience carefully.

Identify:

- immediate frustrations
- urgent questions
- desired quick wins
- fears or confusion
- barriers preventing action
- motivations behind searching for solutions

Then generate 5 lead magnet concepts.

For each concept provide:

1. LEAD MAGNET TITLE

Clear, useful, curiosity-driven without sounding clickbait.

2. FORMAT

Checklist, guide, cheat sheet, swipe file, template, calculator, framework, mini-course, etc.

3. CORE PROMISE

What immediate value or result the user receives.

4. TARGET PROBLEM

The specific frustration or pain point being solved.

5. WHY IT WORKS

Explain why this lead magnet would attract attention and drive opt-

ins.

6. NATURAL NEXT STEP

Describe what product, service, or offer this lead magnet should eventually lead into.

INPUTS:

Business Type:

[INSERT BUSINESS TYPE]

Product or Service:

[INSERT PRODUCT OR SERVICE]

Target Audience:

[INSERT TARGET AUDIENCE]

OUTPUT RULES:

- Avoid generic ebook ideas
- Focus on solving immediate problems quickly
- Make lead magnets feel practical and actionable
- Do not use exaggerated promises
- Write like a real growth strategist, not a hype marketer
- Optimize for conversion and relevance

How To Use It

- The narrower the problem, the stronger the lead magnet usually performs.
- Focus on “quick wins” instead of massive educational resources.
- If ideas feel too broad, add:

“Make the lead magnets highly specific and immediately actionable.”

- Use these concepts for email opt-ins, paid ads, landing pages, and webinar funnels.
- Pair this framework with email sequence prompts for complete lead nurturing systems.

Example Input

Business Type: Marketing Agency

Product or Service: AI automation systems for local businesses

Target Audience: Small business owners struggling with lead follow-up, appointment scheduling, and repetitive administrative work

Why It Works

People rarely exchange their email address for information alone.

They exchange it for relevance, clarity, and immediate usefulness.

This framework improves lead generation by forcing:

- problem-specific positioning
- clear and believable value promises
- lead magnets tied to real customer frustrations
- logical pathways into future offers or services

When lead magnets solve real problems instead of acting like advertisements disguised as PDFs, conversion rates tend to improve dramatically.

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