

## Marketing & Advertising / Lead Magnets

Brainstorm 10 specific, irresistible lead magnet ideas across 5 categories — checklists, templates, mini-courses, calculators, and toolkits — with top 3 prioritized by conversion potential.

Difficulty: Beginner

Model: GPT-4 / Claude / Gemini

Use Case: Lead Generation, Opt-In Offers, Email List Building

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Why This Prompt Exists

Most lead magnets fail because they're generic and vague.

You get:

- “10 Tips for Better X” (overused, low perceived value)
- “Free Guide” (tells you nothing about what's inside)
- content that's too shallow to be useful
- offers that don't match audience urgency
- lead magnets that took hours to create but don't convert

But a great lead magnet is not a blog post in PDF form.

It is a specific solution to a specific problem.

- Checklists convert because they're actionable immediately
- Templates convert because they save time
- Mini-courses convert because they teach a skill
- Calculators and assessments convert because they're personalized

Without ideation structure, you'll create what's easy, not what converts.

This framework forces AI to generate lead magnets that solve urgent problems.

The Prompt

Assume the role of a lead generation strategist who knows that most lead magnets fail because they're not specific enough.

Your task is to generate 10 lead magnet ideas.

Generate 2 ideas in EACH category:

1. CHECKLIST OR CHEATSHEET
2. TEMPLATE OR SWIPE FILE
3. MINI-COURSE OR VIDEO TRAINING
4. CALCULATOR OR ASSESSMENT
5. TOOLKIT OR RESOURCE LIST

For EACH idea include:

- Working title
- One-sentence hook

PLUS:

- Top 3 ideas flagged with a one-sentence rationale for why each will convert

INPUTS:

Target Audience:

[WHO ARE YOU TRYING TO ATTRACT?]

Core Offer or Product:

[WHAT YOU ULTIMATELY SELL]

One Specific Problem They Face:

[WHAT KEEPS THEM UP AT NIGHT?]

Their Urgency Level:

[LOW (nice-to-have) / MEDIUM (annoying) / HIGH (must-solve-now)]

RULES:

- Every idea must address the specific problem (no generic topics)
- Titles must include a specific outcome (e.g., "How to..." not just "X Guide")
- The hook must be one sentence that makes them want the solution
- High urgency audiences need low-friction lead magnets (checklists, templates)
- Low urgency audiences need educational lead magnets (mini-courses, assessments)

How To Use It

- Start with the top 3 ideas — test them, don't build all 10.
- High urgency audiences want speed (checklists, templates, calculators).
- Low urgency audiences need education (mini-courses, assessments).
- A lead magnet that takes more than 4 hours to create is probably too complex.
- Test with a simple landing page before designing the full lead magnet.

Example Input

**Target Audience:** Small business owners who run their own Facebook Ads

**Core Offer or Product:** Facebook Ads management service (\$1,500/month)

**One Specific Problem They Face:** “I’m spending \$2,000/month on ads but only getting 2-3 leads”

**Their Urgency Level:** HIGH (losing money every day)

Why It Works

Most lead magnets fail because they solve problems the audience doesn’t have.

This framework improves outcomes by forcing:

- problem-specific ideas (not generic topics)
- urgency-aligned formats (fast vs. educational)
- outcome-driven titles (specific, not vague)
- five distinct categories (variety for testing)
- prioritization with rationale

Great lead magnets don’t just inform — they solve an urgent problem immediately.

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