

SHELeads India

A practical, downloadable template for women entrepreneurs.

Lead Magnet Creation Guide

A one-page planner — one line each, no more.

Fill in one line per box. Whichever one feels vague as you write it is the one to rework first. Read the blog post for the full "score 1 vs score 5" description of each.

1. Promise

One sentence, ending in a specific result — not a topic. Example: "5 caption templates that get replies, not just likes." Your promise: _____

2. Audience

One exact kind of person, not "everyone." Example: "home bakers who are just starting Instagram." Your audience: _____

3. Format

Whatever they'll actually open and use. Example: 1-page checklist, printable planner, 5-minute template. Your format: _____

4. CTA

The one clear next step the moment they get it. Example: "Join our WhatsApp community for more like this." Your CTA: _____