Lead Magnet Planner

LoftyBiz 035 · Give away something useful, get buyers back.

These are examples, not promises. Figures are illustrative, in US dollars, and are not targets, forecasts or typical results. General business education, not financial, legal or tax advice. No contact details.

Point 1 · Design a lead magnet that attracts buyers

Worked example: Yasmin, interior design studio, Cairo. Instagram brought about 30 enquiries a month, but she won only 3 projects a month at an average of $2,400 each. She built a six-question quiz from the problem her last ten clients named: they did not know what style they wanted, or how much it would cost. Other studios charged about $30 for a first consultation on that question. She answered it for free, in under five minutes, and asked only for a name and a WhatsApp number. The result page offered one next step: a free 20-minute call. People who did not book got two short WhatsApp messages over the next week.

The five steps: 1) start from the problem just before they buy; 2) give away what others charge for; 3) make it quick and personal; 4) ask only for a name and number; 5) end with one clear next step.

Yasmin · Cairo (USD, example)	Before	After two months
Enquiries / quiz finishes a month	~30 enquiries	420 finished the quiz
Numbers captured a month	—	380 left a WhatsApp number
Calls booked a month	—	45 booked a free 20-minute call
Projects won a month	3	7
Average project value	$2,400	$2,400
Extra projects a month	—	4 (7 − 3)
Extra revenue a month	—	4 × $2,400 = $9,600

She tracked quiz takers, calls and projects every week in Systex, so the new numbers stayed visible. Example figures, not a promise.

Point 2 · Run a local giveaway with a deadline

Worked example: Carmen, hair salon, Guadalajara. Chairs were full on Saturdays and half empty Monday to Thursday. Average ticket about $35. She gave away a hair treatment that normally sells for $25 and costs about $4 in product and 20 minutes of time. Limit: 100 gifts. Claim within 7 days, use within 14 days, Monday to Thursday only. Flyers at five nearby businesses (a gym, a café, two clothing shops and a nail studio) plus two neighbourhood Facebook groups. To claim, people sent a WhatsApp message with the word TREATMENT. The receptionist replied within 5 minutes. At the visit, one offer: “Book your cut or colour today, and your next treatment is free.”

The five steps: 1) pick a gift that costs you little but is worth a lot to them; 2) set a claim window and a limit; 3) spread it where local people already are; 4) follow up fast; 5) turn the visit into a buyer with one clear offer.

Carmen · Guadalajara (USD, example)	Figure
Average ticket	$35

Gift value / cost / time	$25 normally · about $4 in product · 20 minutes
Gifts · claim window · use window	100 gifts · 7 days to claim · 14 days to use · Mon–Thu only
Claimed / came in	100 claimed in 9 days · 74 came in
Booked a paid service	41
Sales from those 41 visits	41 × $35 = $1,435
Regulars three months later	26
Ongoing monthly revenue from those regulars	26 × $35 = $910 a month
Giveaway cost, including flyers	about $400

She tracked claims, visits and regulars in Systex, so the follow-up did not depend on one person's memory. Example figures, not a promise.

This week

#	Action	Done
1	Write down the one problem your buyers have just before they buy.	
2	List what competitors charge for that you could give away.	
3	Make a six-question quiz or a one-page tool.	
4	Ask only for a name and a WhatsApp number.	
5	Add one next step with a booking link.	
6	Plan a local giveaway with a seven-day claim window. Put this week's list into Systex.	

Blank numbers for your own business

Your numbers (USD)	This week	After (date: _____)
The problem just before they buy		
What you will give away		
Quiz finishes or gifts claimed		
Numbers captured		
Calls, visits or bookings		
Paying customers / projects		
Revenue from those buyers		