

# My Reach More People With a Lead Magnet Plan

## My Lead Magnet Strategic Goal

What is the specific goal you want to achieve for this lead magnet over the next 90 days?

## My Lead Magnet Who

Describe the people that you want to reach with this lead magnet. (This is the client avatar that you're going to focus on reaching more of.)

## My Lead Magnet What

Describe the product or service that you're your lead magnet relates to? What is the UDCA?

## My Lead Magnet How

Which owned, earned or paid traffic strategies will you use to reach more people with this lead magnet?

The 1-3 main communication methods that you'll use to stand out with this lead magnet over the next 90 days. For example, website, speaking, blog, video, email, in-person, FB live, alliances, publicity etc.