

# MAGNETIC MOVEMENT WORKBOOK

DUANEZINGALE.COM

Create compelling lead magnets  
your audience can't ignore



# Discovering Your Next Best Lead Magnet Idea!

## Magnetic Movement Workbook!

In this workbook, you will brainstorm on your lead generation approach that will take your passion & purpose alongside your aspirational clients' lifestyles into account. Set your intention to create an inviting lead magnet that will attract a strong community towards your leadership.

I have outlined a few questions that are designed to lead you on a journey of discovering key lead magnet ideas.

Once you have determined what those key ideas are, you can come back and develop your lead magnet content, & craft an invitation that is so magnetic that prospective clients won't resist joining your movement!

Keep in mind that this is a process of discovery, & by revisiting your answers, you will find that you have already begun writing all the copy for your marketing endeavours!

Each question is accompanied by a prompt to get you started, with additional comments to guide you in framing the question/s.

The only correct answer is the one that comes to your mind!

Be honest with yourself, this is also a reflexive exercise.

Be instinctive in your responses to the questions below.

**“Clarity comes through  
movement and mediation!”**

# Discovering your Movement Narrative

What provokes your outrage... Pissing you off?

What really pushes you to the edge...

My pet peeves are...

## What causes you sadness/anguish?

My heart hurts when...

I cannot bear when....

I get mopey about....

## What Are You Committed To Cause?

What social/personal endeavors do I care about?

I am passionate about...

## Discovering your Movement Narrative

**Who will you do this for? Which specific communities will benefit from your leadership?**

Who do you want in your email list?

What kind of psychographics are you looking at?

Of all your contacts I want to introduce me to someone like...

## What are their Dreams and Aspirations?

My ideal client cares about...

They aspire to be...

Their 10-year goal includes...

## Discovering your Movement Narrative

### What is hindering them from achieving their Goals?

What Problems, frustrations & challenges does your perfect Client Face?

What is the source of their uncertainty and indecision?

Are they clinging to old habits & patterns that sabotage their success?



**What is the biggest immediate issue that you will solve for your clients?**

What are the core issues that your potential clients will face?

What solutions will your Personal Brand provide to those problems?

## Discovering your Movement Narrative

What success story could you share to help your prospect believe they can achieve success and accomplish their dreams?

Who has been your best, and most rewarding client and why?

What was their situation like before working with you?

What was it like afterward for them?

One of my best client success stories was when...

## Discovering your Movement Narrative

**What significant 3-9 Milestones will your Prospective Client reach along their journey to accomplishing their goal?**

What steps will you suggest your clients to complete, in order to solve their problems and to attain their dreams?

What are THE Essential steps for them to achieve success and get results?

## Discovering your Movement Narrative

**Which is the most important issue that your client needs to solve now? Do you have fool-proof trade secrets to transform your client's success?**

Which of the steps/milestones along their journey does your client feel they need to make the most? What do they think they need?

What single step in the path to success could they take today to believe they will make progress?

## Discovering your Movement Narrative

What are the existing archaic beliefs about achieving this result? How is your approach different and directional?

Tired of cliché and cookie-cutter methods that give bland results?

Do you have a radically different approach to solving these issues that your clients face?

Are you bringing new perspectives and fresh ways of countering these issues?

## What sets you apart from others?

Will your Personal Brand actually make a difference?

Why do you believe this?

I have utter conviction in my plan because...

## Discovering your Movement Narrative

### Taking these responses into account, what type of valuable free guide could you create for them?

What type of assets will you create to guide your perfect client to achieve the above milestone?

#### Checklist

A list of tasks to accomplish.

#### Template

A usable starter such as an excel sheet or a predesigned webpage.

#### Swipe-file

Similar to a template but with no fill in the blanks. It is more of an example of things you have used before.

#### Roadmap

This is similar to a checklist but presented as a path (A Roadmap Can also represent your entire client journey from start to finish).

#### How-to guide

Similar to a checklist but with a greater detailed walk-through explanations & examples.

#### Workbook

A guided Fill in the blanks or questions-style guided process.

#### Manifesto

Your stake in the ground proclaiming the values you stand for and what cause you are committed to.

## Discovering your Movement Narrative

**What secrets will they uncover from your guide?**

**Name your guide.  
Now, create a powerful headline for it.**

**What are the possible challenges that one can anticipate by achieving this milestone on their journey?**



# Locate Your Dream Client

Where are you going to first meet?

Where will your audience start discovering you?

What kind of mediums do you see your Personal Brand being part of?

Is it Long-form content, social media etc...?

# What's Next!

**Cool Beans**, Now that you have completed, there are some new challenges that you'll face. Are you up for it?

Your task now is to create the content from YOUR ideas. Follow these steps.

1. **Retrace** what you've written and highlight what stands out to you. This is your Copy, your Headlines, your Content for the Lead Magnet!

2. **Initiate a feedback loop!** Reach out to your Social Media or Email Connections to begin a conversation. Communication is key when it comes to figuring out what your prospective clients want and need! Listen to those conversations.

This can be easily accomplished by sharing.

"I'm thinking of creating a resource to help ...

Would you be interested in receiving a FREE PDF about...?"

3. **Create, Reiterate, Create, Reiterate...**

The great thing about marketing is that you can create revisions of every resource you make. Create, Rework, Edit, Repeat.

It is a continuous process towards transformation and getting that perfection that you strive for.

Lastly, don't stop creating New Resources. There is no finish line here. Keep Innovating!

Your creative leadership to support prospects and clients on their journey is your calling!

You have most likely created multiple resources. Keep breaking down milestones of success on this journey, and how you can help prospects take a step in the right direction. You are entitled to feel a sense of achievement and belief in the possibilities of the future!

Breathe in the air! Smells like Success?

Creating a Compelling & Inviting Lead Magnet is an Essential part of building your personal brand.

If you would like to connect on starting your marketing automation for your new Lead Magnet...

**...I would love to help you share your message and Market Your Movement!**

Let's connect for 30-min

[CLICK to schedule a time](#)

# About Duane

When Duane Zingale is not lost in a Lego Fairytale with his two amazing daughters, He is likely to be found geeking out on crafting relationship-based marketing ecosystems with his LISTEN Framework™.

And it's not just about building a funnel for the sake of it.

Duane is emphatic about creating a connection through digital empathy...

... he is a Marketing Connection Consultant & Founder of the digital marketing group Legacy Catalyst...

This guy loves tech so that you and I don't have to!

His Mission with Legacy Catalyst is to get behind more than just a business... but to champion movements that will change the world one life at a time leaving a lasting Legacy.

He likes to say when you leave your digital footprint today you start leaving your legacy for tomorrow.

And that's why he believes starting a movement is the most powerful way to market and monetize your personal brand!

That's why he launched the "Marketing Your Movement™ Show"

To help personal brands such as coaches & consultants lead a transformational community and earn a return on their influence.

Duane helps his clients leverage automated marketing systems to create conversations in context .... Using his LISTEN Framework™ to build a relationship with potential clients through their customer journey.



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