



*Magickal  
Lead Magnets  
Mastered*

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**Welcome  
and  
Thank you!**

I am so honored and grateful you chose to sign up for this workshop. I am honored I get to part of your Biz Goddess journey, for it is a journey!

I spent so many years hiding my shine, over thinking everything, under-powered, undervaluing myself that I really can't wait to help those intuitive, creative souls out there who are following the same path. I am determined to unleash more light in this world!!

Your success really is only a few shifts away!! I know it might seem like you've been struggling for so long, or only getting half of what you have been trying to manifest, that fear might have you believing that nothing will ever change. That's defeat talking, not your soul essence. The clearer we get about what fear sounds like, the better we get at returning to center, our place of authentic power.

Never forget, lovely lightworker, you are the source of healing, magick, and mojo in your life. It's part of your destiny. We see those patterns and potentials in the world us so that we can help anchor those energies and possibilities into this world. The other half of your destiny is to create a system and lifestyle that is going to support your Great Work. This is the path of the sacred entrepreneur!!

See you in Shineboost!!  
*Lindsay*





## ***Day 1: Your biz and your peeps***

Instructions: Remember you already know your soulmates, at least on some level, even if you haven't met them yet. They are LIKE YOU!!

For now what is important to your biz shine is understanding what it is you need and what it is you and your soulmates have in common (what you both love).

Love is an extremel high-vibe frequency that tends to unite people. The more we can seat ourselves and our biz in love, generally speaking, the more love it's going to attract. For this exercise get comfortable, get in a quiet mind space and feel into what feel amazeballs, cool, giddy, blissed out, or even just at peace and in center. Then fill out the chart!!

***What does your Biz  
need?***

***What things/activities  
do you and your  
soulmate clients LOVE??***



### **Homework**

\* Post your client loves and your biz needs in our Shineboost group!



## **Day 2: You are a Marketing Master**

You don't have to re-create the wheel here. A smart lead magnet will help you package some intro level advice or teaching into something that is easy to get and consume. This is just like creating a gift basket for your BFF, and not writing a thesis for some committee. A lead magnet should be a feel good, high-vibe thing, high on the cheese (instant gratification), low on the broccoli (actual hard work).

## **A good lead magnet should be/feel**

### **Point 1: Giving away candy**

This has to be at your broadest level, it's one of the first pieces in your sales convo.

### **Point 2: This should be exclusive**

Can be re-used content, curated to make a book or video series, Social media level, so even your lesson or value posts from social media can be curated into one resource.

### **Point 3: Keep it high vibe and simple.**

simple will laser in your energy and attraction potential. Really really cheesy, not necessarily clever, but a big dose of fun magick that your peeps can be in energetic agreement with.

### **Point 4: Your lead magnet is not about YOU!!**

Sensitives and self acceptance, don't let your sales pieces be about your self-acceptance. Your biz is for your message and your peeps.

### **Point 5: An Easy YES**

In a series of easy yes's. Giving peeps the opportunity to attune to your energy and yes over and over. This should not be about your ultimate end point for your biz and message, very compact, very simple. One answer, one topic.

### **Point 6: Make sure it's for the right audience**

What your soulmates want is known. You already know your soulmate clients, loves, it's not rocket science.

If they aren't ready to buy, they aren't your ideal clients! It's not about you, it's not about your prices or your offers (necessarily). It's about them and their stories.

### **Point 7: Use their words, not yours**

You speak back what you hear in a clear, concise, and direct way. That is the easiest way your soulmates will know if they found someone who understands them, their life, and their problems.



## **Point 8: Your current positioning doesn't lock you in.**

Positioning for one thing doesn't mean that those are the only clients you will ever get or that you need to spend the rest of your life only serving those clients in that way.

Getting your thoughts together enough to have a lead magnet and small funnel put together for people see and understand give you instant cred. People like cred, and will contact you for other things as well.

You can have different funnels, different product lines, or even change your positioning up at any time you need a biz change. Having one positioning point for one product line is one way to get some automation in your favor, that's it. It doesn't lock you into anything.

***Here are some extra questions to ask yourself to hone in better!!  
Remember to pay attention to the good feels!!!***

- \* What are the first things you are always telling your clients or people you help?
- \* What reminders are you always saying about how you work, your process, or how you think the universe/spirits/energy works?
- \* What's one really simple pet peeve about your client's habits or choices (as it relates to your service/biz) that you really want to fix and can fix quickly?
- \* What are the top 1-2 things your peeps need to know about your, your method, your service, or the theory of how your mojo works in order to feel comfortable, trust, and/or understand what you do and how you can help?



# Title recipes to play with

## 1. Name the end result

It can be a type of person or personality traits: The courageous Intuitive  
Or it can be a state of being your clients wants: Your happy healthy back

## 2. A literal "how to" statement

How to communicate with fairies  
How to balance your chakras at home  
How to cleanse your home without pissing off the spirits you like  
Discover how angels are already communicating with you

## 3. You can name the transformation

From \_\_\_\_\_ to \_\_\_\_\_

Example: From Stressed to Bliss

OR \_\_\_\_\_ (verb) your \_\_\_\_\_ (something your clients want to see happen)

Exmple: Birth your big vision

## Taglines:

In addition to a title, you will also want to develop a tag line. A tag line is something that further describes what you are offering.

Example:



Title: From Seeker to Priestess

Tag line for a lead magnet: 5 blocks that are stopping you from owning your power

When you are formulating the title and tag line mix things up, see how they sound together, feel into what sounds very clear and very resonant. When creating your sales copy, ads, and social media posts, you will probably interchange the title and tag line to drive your point home.

## Title tips:

- \* Use language, analogy, and phrasing your clients use!!
- \* Don't go clever. Start with something very clear and very specific. If you think of a better



way to say it later on, test the title to make sure people are on the same page as you and reading your title without misinterpreting the meaning.  
For example, the title "Uncovering your radiance" can be misconstrued as a skin care product because the beauty industry loves to use the word radiance.

## **Full example of building a well-positioned funnel:**

**Biz type:** Online Tarot and oracle cards

My ideal soulmate clients come to me because they need clarity about their path and help making good choices for their life. I want to try to sell a special decision making package, 1 month to big decision clarity.

My clients love crystals, all things metaphysical, believe they have a destiny, have stress lives (work and home balance), and want to uplevel their lives.

My lead magnet needs to include meditation, intuition booster, empowerment, and maybe crystals.

### **Lead magnet ideas:**

- \* Video series about learning to tune into their own intuition: 4 15-min videos: quick technique, what guidance feels and sounds like, recording guidance for decision making, 1 advanced tip .
- \* Intuitive decision making: energy testing in all kinds of situations, how do I do it (email series of techniques)
- \* Finding some inner peace (good first step, so they know what it feels like), short online workshop
- \* Videos about using the major arcana for quick guidance.

### **Rough draft idea for lead magnet:**

Experiencing inner peace online retreat (like a 5 day challenge, without the challenge): cuz drama and stress mess with good decision making. Using crystals, essential oils, yoga, and energy medicine to clear your system of drama and stress. 5 day email drip free course for new clients (opt-in on website). Perhaps paid version upsell for instant access to all materials and life time access.

Title ideas: 5 days to find more inner peace, The Crystal Clear Workshop, Drama diet for clarity

Tie into an offer for a special price on two months of readings and support about life path clarity, \$450.

## **Homework:**

- \* What is your easy YES pitch for the end, get some ideas out there
- \* 3 of your working titles or at least topics
- \* Post your ideas to Shineboost! We have overlapping circles of target marketing in our group, use them for testing!! But then don't forget to test for real with your own peeps.



# Day 3: Brainstorming and being the conscious creator



## Brainstorming Validation

Beyond feeling amazing, check your ideas against these things to make sure you are thinking high-vibe enough about what you could be offering!

### Is your idea:

- \* On topic to the kinds of programs have your soulmates have recently bought?
- \* On topic to the kinds of webinars have our soulmates have recently attended?
- \* What are your soulmates loving up, but might have put on their wishlist?
- \* RUMBA: realistic, unique, measureable, brave, actionable? In this case, unique doesn't mean never doing something similar to someone else, but rather your unique positioning and your take on it. Brave should feel brave for you to do, to take a stand for something.

## Steps to get back into your creative, intuitive center

When you feel stuck or like you are trying to push or pull your ideas out:

### 1. Stop what you are doing.

Recognize you are not in center and getting stressed out.

### 2. Take a break

I know it sounds cliché, but flow doesn't work as well when we're all clenched up from getting stressed out. Flow needs you to be in a open, relaxed state.

### 3. Go do something else

Getting out, going for a walk, doing some house chores, stretch out, take some deep breaths, meditate, taking a bubble bath, something you can let your mind drift while doing will help loosen things up again.

### 4. Open to love again

Let your mind and attention drift to what you LOVE about what you are doing. If you have trouble finding some love feelings, then switch it up and curious about how else things might turn up if you went really big on the love vibe for your project.

Remember you are only ever as far from your center as you think you are. Your soul self, your center, these are default settings. It's more of a matter of not believing in the fears that might spring up, than it is about changing who are . In fact, it's a lot like coming home again and again.

## Homework:

- \* Post your ideas to the Shineboost Group!!





# Day 4: Making the heartfelt pitch

## It's all about the positioning

Whether we're talking about the lead magnet's sales page or the offer you make at the end of your lead magnet, we grow to love offering our service as we begin to see and really believe we are providing value to others.

### Here are some other pointers on making an effective AND high-vibe pitch

#### **Point 1: The world needs your service**

Each moment we experience is meant to be. It's a culmination of everything we have done and felt. It is all needed and all perfect to our path. The Universe needs you be present where you are AND to be of service. What you are going through right now, is probably exactly what your soulmates need to hear about.

#### **Point 2: Double check the easy YES**

Is this an easy yes to get the lead magnet, is this another easy yes to take you up on your offer? Double check that this is for your ideal client first and very solvable needs, not the harder sale.

#### **Point 3: Stick to a format you feel like you could really shine with.**

Don't push yourself to do a webinar if that's not your thing. While seeing or hearing you is one of the best ways for people get into your energy and see if they like it and find it helpful, there are still a crap load of people out there only doing soft pitches, You can do an ad style page at the end of an ebook, a canned video with an extra juicy tip and your pitch, small things you won't have to change up often.

Doing something simply, from a place of high shine is totally different than playing it small, because what you stand for, what you feel for your peeps, IS going to come through and touch them.

#### **Point 4: Keep their highest potential in mind when making your pitch**

Stay away from boat language, and use feelings words around how do they think about their problem.

Don't start poking at their pain, instead tap into their larger dream.

#### **Point 5: Tell them a story**

Story can show them how you are just like them, or once had been in a similar position. Get a little vulnerable, admit some things that might be surprising, own your journey.

#### **Point 6: Make it feel like inviting a soulmate to party at your house.**

It should be personal. It should be clear on what you'll be doing, said in your own style....a cup of coffee with a friend feels different than doing a BBQ with fun and games. What kind of party you throwing and what do you expect your soulmates to bring and do?



### Point 7: Turn up the love

If you get tripped up in a live talk or pitch, remember this simply device:

"Wow, that's a big \_\_\_\_\_ (question, chunk of info), let's all take a deep breathe and feel into that. Where is that hitting you? What's coming through for you?"

### Homework:

\* 2 min video of you telling the world why you feel your work is important.



# Day 5: Getting brave and getting out there

## What's really holding you back?

- \* **Too many ideas?** Test, poll, market research, go do the easiest thing you can shine about first, you can always revamp/refine later, you can even re-use the content!
- \* **Get sidetracked/no-follow through:** Then you aren't focused enough, you don't have the laser clarity you need. Answer one question, period. End of sentence. If you're getting into 10+ pages of an ebook, more than three hours worth of videos or audios, you ARE over-delivering and letting perfectionism and your insecurity drive the biz bus. Get centered, find that one questions you are dying to answer first, then get creative with how you will deliver that answer...creative doesn't mean more content, it means making it fun and simple, something someone will want to take from you. Add your vibe MORE.
- \* **Not sure if you're pitch is positioned for success?** You'll never know until you try or test. You have to be in a place of such inner security, anchored in your light, that you will willingly kill your darlings. You have to send your darlings to school.
- \* **Afraid of overwhelm, to grow, succeed, or fail:** Your words and vibe are what is going to control how fast or slow you grow. This is about offering your service to those who actually need it, to people who you will already resonate with because in some way they will be like you. This is a process, one you control. You are already controlling it by playing small. Take it one step at a time, and know that this is a process of editing and refining your biz clarity and target market and where you hunt for them.
- \* **Beating yourself up over past failure:** It probably wasn't the idea, it was probably that you were struggling to shine in general, struggling to shine so you didn't test, struggle to shine and feel good so you didn't do market research. If you want to manifest new results, results you haven't experienced before, you have try new things. This is an issue edging on past perfectionism, I've tried that and it didn't work before. But that though is irrelevant to what might work now.

## Homework

- \* Post your next step is to keep your lead magnet and your shine boosted so you can start moving toward your dreams again!!



## ***You are cordially invited to the Shineboost Inner Circle!***

None of us want to feel sleazy or salesy in our business. It's time to strike the balance between holding our businesses sacred and getting things done. We are blossoming, rising, biz goddesses who need

- \* Our messaging and marketing as spells of mass healing to be in alignment with who we are,
- \* Our services packaged neatly for our soulmates to have instant clarity about whether to use our services or not,
- \* Radical self acceptance and confidence that comes from embracing our destiny as a spiritual leader.

It shouldn't be hard, it shouldn't be such a struggle. It is who we have always been called to be. Shine boost exists to get sensitive spiritual entrepreneurs the compassionate, action focused help they need to up-level their mindset, discover their signature sales system, and up- level their sales pieces bit by bit.

### ***Shineboost Inner Circle gets you:***

- \* The mindset work that is going to make you feel confident, abundant, and focus on sustainability.
- \* Guided help and support for creating high-vibe magnetic sales pieces and processes to gather soulmate tribe, provide quality service, and make selling feel easier!
- \* Monthly workshops and group calls that will have a balance between implementation and learning. You help guide the topics, so you get what you need.
- \* Free Biz Shine Clarity session: a one-to-one session with me where we take a look at where you are and where you want to be and get you back in soul-centered aligned with your up-level or first steps. (Value \$120)
- \* Access to current and future workshops for length of membership, so you can grow as fast or as slow as you want!
- \* Live support, videos, community, office hours for q&a in our private fb group to get answers, clarity, and feedback in a timely fashion.
- \* Bonus Biz Goddess content

***All for just \$29.97 a month!!***

***Click to learn more!***