

Lead Magnet / Value Asset Builder (One Page)

Create a simple free resource that attracts the right leads (without discounting).

Choose your lead magnet type

- Checklist (best for trades and services)
- Buyer's guide (how to choose a supplier)
- Cost guide (ranges + what affects price)
- Maintenance guide (avoid problems)
- Common mistakes guide (save time/money)

Build it (fast)

Topic	Who it's for	3–7 bullet points inside	Call to action

Where to use it

- Website: pop-up or banner + short form
- Facebook/Instagram: post + link
- Email signature: "Free guide: ____"
- In-person: QR code on invoices/handovers