

13 The Lead Magnet Funnel



5-MINUTE WIN

You already have a lead magnet — your single best free tip. Open ChatGPT now and type: "Turn this tip into a 1-page PDF lead magnet for [your audience]: [your tip]." Your lead magnet exists in 5 minutes.

Why Content Alone Never Fills a Batch

Every time someone watches your Instagram Reel, two things are happening. First, they are learning something valuable from you. Second, they are scrolling to the next piece of content and forgetting you existed within 30 seconds. **Content creates awareness. A lead magnet captures it.** Without a lead magnet, your content is building Instagram's engagement metrics — not your WhatsApp broadcast list.

A lead magnet is a free, high-value resource you give in exchange for a WhatsApp number and permission to follow up. The best lead magnets solve one specific, immediate problem for your ideal student — in a format they can consume in under 10 minutes. Not a 40-page textbook. One page of genuinely useful information that makes them think: "I need to follow this person."

Lead Magnet Changes Your Enrollment Math



Strong vs Weak Lead Magnets

✓ Strong Lead Magnets

- ✓ "5 JEE Physics Topics That Appear Every Year" PDF
- ✓ "3-Day Free Mini Course: Speak English in Meetings"
- ✓ "30-Minute Demo Class Recording — Watch Free"
- ✓ "NEET Biology: 100 Most Repeated Questions" list
- ✓ "Weekly Yoga Plan for Busy Working Mothers" PDF

✗ Weak Lead Magnets

- ✗ "Free Consultation" — too vague, feels like a sales call
- ✗ "Join my WhatsApp group" — no specific value stated
- ✗ "Subscribe to newsletter" — no one wants more email
- ✗ "Call me for information" — asks too much too early
- ✗ "Free 40-page ebook" — nobody reads it, not actionable

MY NOTES

■ The 4-Step Deployment System

- 01 Create it in 30 minutes:** ChatGPT writes the content, Canva designs it. One page, readable in under 10 minutes. Coaches who spend three weeks "perfecting" their lead magnet get zero leads. Coaches who publish in 30 minutes get 50 leads this week. Done beats perfect — every single time.
- 02 Share it everywhere, every time:** Instagram bio link, every single Reel CTA ("DM me 'JEE' for this free PDF"), WhatsApp broadcast to existing contacts, and pinned Instagram story. Every piece of content you create should point to this one resource — not sometimes, but always.
- 03 Collect the WhatsApp number:** When someone DMs you for the lead magnet, send the resource immediately — then ask naturally: "I also send weekly tips directly on WhatsApp — what's your number?" Simple. Conversational. Effective because you have already given value first, before asking for anything.
- 04 Start the 7-day nurture sequence:** Day 1: send the resource. Days 2–5: one valuable tip per day. Day 6: introduce your program. Day 7: invite to a free demo class. This sequence converts 15–30% of leads into demo attendees when run consistently.

■ 3 Lead Magnet Mistakes to Avoid

Common Mistakes

- △ **Making it too long:** A 40-page PDF is a textbook, not a lead magnet. Keep it to 1–3 pages maximum. Value per word — not words per page. The student must be able to read it and implement one thing within 10 minutes of downloading.
- △ **Promoting it once then forgetting:** Creating the lead magnet and posting once is not a system. Every single Reel, every WhatsApp broadcast, every Instagram story should mention your lead magnet in the CTA. It must be omnipresent in your content — not an occasional mention.
- △ **No nurture sequence behind it:** The lead magnet is the door. Without a 7-day nurture sequence, almost nobody walks through to enrollment. The money is not in the download — the money is in the consistent, value-driven follow-up that follows it.

AI FLOWZ

When you use AI FLOWZ, **every lead who enquires is automatically captured in your CRM** — tagged, profiled, and entered into your WhatsApp nurture sequence without any manual work. The entire 4-step lead magnet funnel runs automatically the moment someone messages you — 24 hours a day, 7 days a week.

MY NOTES

■ Building Your Lead Magnet — Live Workshop

The best lead magnets answer one of three questions your ideal student is already asking. Choose the question your audience is asking most urgently, and build your lead magnet around it.

- **"What should I focus on?"** → Topic lists, priority guides, "most important X topics for Y exam" PDFs. These work because students and parents are overwhelmed by choice and are searching for someone to tell them what matters most.
- **"How do I fix this specific problem?"** → Step-by-step mini-guides, "how to improve your [subject] score in 30 days" checklists. These work because they solve an immediate, specific pain the student is experiencing right now.
- **"What does this actually look like?"** → Sample lesson recordings, practice question sets, "watch how I teach this topic" videos. These work because they let the student evaluate your teaching before committing to any financial investment.

■ Lead Magnet Ideas by Coaching Niche

- **JEE/NEET/Board Exam:** "5 Topics That Appear in Every [Subject] Exam — and the 3-Step Method to Master Each" PDF
- **Language / English Coaching:** "7 Phrases That Make You Sound Instantly More Professional in Client Meetings" — audio + text PDF
- **Yoga / Fitness:** "The 7-Day Morning Routine for Working Mothers — 20 Minutes, No Equipment" — printable weekly plan
- **UPSC / Competitive Exams:** "The 12 Topics UPSC Prelims Has Tested Every Year for the Last 5 Years" — annotated checklist PDF
- **Career Coaching:** "The 5 LinkedIn Profile Changes That Get Recruiters to Message You First" — step-by-step guide with screenshots
- **Music / Creative Skills:** "Play This 3-Chord Progression and Sound Professional Immediately" — 10-minute practice video + chord sheet



🔧 TOOL FOR CHAPTER 13

ChatGPT (free) + Canva (canva.com — free)

FREE

✂ "I am a [subject] coach for [audience]. Create a 1-page lead magnet titled '[Topic] — The 5 Things Every [Student Type] Must Know Before Joining Any Coaching.' Give me 5 punchy, high-value points with brief explanations — each point should be immediately useful today, without joining anything. Make each point feel like a genuine insight, not general advice."

✅ **Result:** Complete lead magnet content in 90 seconds. Paste into Canva A4 template, export as PDF, upload to Google Drive, share the link on Instagram bio. Your lead magnet is live and collecting numbers today.

MY NOTES

■ The Instagram CTA System – Turning Every Reel Into a Lead Magnet Delivery

The most effective lead magnet delivery system on Instagram in India is the keyword DM system. You mention a specific keyword in your Reel ("DM me 'JEE' to get this free PDF") and every person who messages that word receives your lead magnet automatically. This system converts viewers into contacts at a rate 3–4× higher than a bio link alone.

- **Choose one keyword per lead magnet.** Short, memorable, relevant: "JEE", "NEET", "YOGA", "IELTS", "CAREER". Not "freeresource2025" — that is not memorable enough to type in a DM.
- **Mention the keyword in every Reel CTA.** At the 50–58 second mark of every Reel: "DM me '[keyword]' and I will send you my free [resource name] instantly." Not occasionally — every single Reel, every single time.
- **Add the keyword to your bio.** "DM 'JEE' for my free Physics PDF" as a line in your Instagram bio ensures that every new profile visitor sees it immediately — even before watching any content.
- **Set up an auto-reply for the keyword.** In Instagram settings, configure an auto-reply that sends your Google Drive link immediately when someone DMs your keyword. The resource arrives in seconds, before they lose interest or move to another account.

■ Measuring Your Lead Magnet's Performance

Track two numbers every week. First: how many new WhatsApp numbers did you collect this week from the lead magnet? Second: what percentage of those new numbers eventually booked a demo class? These two numbers tell you whether your lead magnet is attracting the right audience — and whether your nurture sequence is working.

- **Under 10 new numbers per week:** Your lead magnet is not being promoted consistently enough. Add the CTA to every single piece of content you post — not just some of them.
- **10+ numbers but under 10% booking demos:** Your nurture sequence is not compelling enough. Go back to Chapter 14 and strengthen Days 2–5 of your sequence with more specific, immediately useful tips.
- **10+ numbers and 15%+ booking demos:** Your lead magnet funnel is working. Scale by increasing content frequency — more Reels, more keyword mentions — to grow the lead flow without changing anything that is already working.

 My Action This Week

- 1 My lead magnet topic: _____
 - 2 My Instagram keyword: _____
 - 3 Lead magnet live by (date): _____

MY NOTES

■ The Funnel Behind the Lead Magnet

Most coaches think the lead magnet is the funnel. It is not. The lead magnet is the door to the funnel. The funnel is the sequence of touchpoints that move a new contact from "I downloaded your free PDF" to "I am ready to enrol in your program." Here is the complete journey:

- 01 **Day 0 — The Lead Magnet:** Student DMs your keyword, receives the free resource within seconds. First impression: "This person delivers value immediately, without any friction." This is the most important moment in the relationship — you have 30 seconds to prove your value.
 - 02 **Days 1–5 — The Nurture Phase:** One valuable tip per day via WhatsApp. Each tip should be specific, actionable, and directly related to the student's problem. Not general wisdom — specific insights they can apply today. The goal of this phase is not selling — it is building genuine trust through consistent value delivery.
 - 03 **Day 6 — The Soft Introduction:** "Over the last 5 days I've shared tips on [X]. In my [program name], we go much deeper on all of this — systematically, with daily support and a structured plan. Here's what the full program looks like: [2–3 sentence description]." Not a sales pitch. An honest introduction.
 - 04 **Day 7 — The Demo Class Invitation:** "I run a free demo class every [day] where I show exactly how the [program] works — and you get to experience the teaching before committing to anything. Would you like to join this week's session? It's completely free and there's no obligation to join the program." Simple. Honest. Effective.

💡 THE KEY MINDSET SHIFT

The funnel is not a manipulation system. It is a value delivery system. You are not tricking anyone into enrolling. You are giving genuine value for 7 days and then inviting the people who have experienced your value to continue experiencing it in a structured, paid program. **The coaches who are most successful at funnel conversion are the ones who give the most genuine value in the nurture phase — not the ones who push the hardest.**

MY NOTES

■ Scaling Your Lead Magnet Over Time

Start with one lead magnet. Master the deployment and promotion of that one resource before creating a second. Most coaches who struggle with lead magnets have created three or four of them — and promoted none of them consistently. One lead magnet, promoted every single day in every single piece of content, will outperform four lead magnets promoted occasionally every time.

- **Month 1–3:** One lead magnet, one keyword, one landing page. Focus 100% of your CTA energy on this single resource. Measure weekly collection rate and nurture-to-demo conversion rate.
- **Month 4–6:** If the first lead magnet is consistently generating 15+ new contacts per week, create a second one for a different audience segment or a different awareness stage. Use it on YouTube while the first one continues on Instagram.
- **Month 7+:** With two working lead magnets and two healthy nurture sequences, your WhatsApp broadcast list grows automatically. By this point, a broadcast to your existing list alone should be sufficient to fill a new batch within 48 hours of sending.

■ Chapter 13 — Key Takeaways

- A lead magnet converts Instagram followers into WhatsApp contacts you can nurture and follow up with directly
- The best lead magnets solve one specific, immediate problem — in 1–3 pages, consumable in under 10 minutes
- The Instagram keyword DM system converts viewers to contacts 3–4× better than a bio link alone
- The 7-day funnel: lead magnet → daily tips (Days 1–5) → soft introduction (Day 6) → demo class invitation (Day 7)
- One lead magnet promoted every day beats four lead magnets promoted occasionally — always start with one and master it

 My Action This Week

- 1 My lead magnet created and live by: -----
 - 2 Instagram keyword CTA added to Reels: -----
 - 3 7-day nurture sequence written by: -----

MY NOTES

14 WhatsApp — Your Most Powerful Business Channel



5-MINUTE WIN

Open WhatsApp Business right now. How many contacts are in your broadcast list? Write that number. This is your most valuable business asset — more valuable than your Instagram followers. Growing this number is your most important weekly marketing task.

■ Why WhatsApp Wins Every Time

Email open rates in India average 18%. Instagram feed posts reach 5–8% of your followers organically. **WhatsApp broadcast messages have a 94% open rate — and are read within 3 minutes of being sent.** For Indian coaching businesses serving students and parents who spend 4+ hours per day on WhatsApp, no other marketing channel comes remotely close.

The coach who owns 1,000 WhatsApp contacts owns 1,000 people they can reach directly, personally, and instantly — at any time, for any reason, at zero cost per message. That is not a following. That is a business asset that compounds in value every week.

■ The 7 Sequences Every Coach Needs

- 01 **New Lead Welcome (Days 1–7):** Triggered the moment someone enquires. Day 1: welcome + one valuable tip. Days 2–5: one specific tip per day. Day 6: soft program introduction. Day 7: demo class invitation. This is the sequence from Chapter 13 — the foundation of your entire funnel.
- 02 **Demo Class Show-Up Sequence:** 3 reminders — 48 hours before, 2 hours before, 15 minutes before. Each includes one specific reason to attend and what they will gain. Show-up rates increase from 40% to 75–80% with this sequence. The 15-minute reminder alone accounts for a 15–20% show-up rate improvement.
- 03 **Post-Demo Follow-Up (24–72 hours after):** Message 1 (1 hour after): "What did you think of today's session?" Message 2 (next day): share a specific student result testimonial. Message 3 (day 3): limited-time enrollment offer with a genuine deadline. This sequence converts 20–35% of demo attendees who did not enrol on the day.
- 04 **Payment Confirmation Sequence:** Triggered immediately when fee is received. Welcome message, program start date, what to prepare, and what to expect in the first session. Eliminates post-purchase anxiety and dramatically reduces early dropouts by making the student feel immediately welcomed and prepared.

MY NOTES

■ The Remaining 3 Sequences

- 05 Weekly Value Broadcast (every Monday):** One actionable tip in 100–150 words. No selling — pure value. Keeps you top of mind with every contact on your broadcast list, including leads who have not yet enrolled and past students who may refer others. This one broadcast per week is the single lowest-effort, highest-return marketing activity available to any coach.
 - 06 Cold Lead Re-engagement (every 45 days):** For leads who went silent after the initial nurture sequence. "Hi [name], it has been a while — here is something that might be useful: [specific tip]. Our next batch starts [date]. Only [X] seats remaining. Would love to have you in it if the timing is right." Simple, low-pressure, and consistently brings back 10–15% of leads who seemed lost permanently.
 - 07 Milestone and Review Request (after student achievement):** "You just hit [milestone] — congratulations! Could you share your experience in 2–3 sentences? It helps other students in the same situation make the right decision." Sent automatically after every student milestone. Collects testimonials at the exact moment students are most proud — and most willing to share.

- **Sample WhatsApp Messages — Copy and Customise**

DAY 1 – WELCOME MESSAGE

"Hi [Name]! 🙏 Thank you for your interest — I am [your name], and I help [your niche]. Here is your free [resource name] as promised: [link]. Quick tip to start: [one immediate action]. Tomorrow I will share something that surprises most of my students. Talk soon!"

 DEMO REMINDER – 2 HOURS BEFORE

"Hi [Name]! Your free demo starts in 2 hours. Here is what you will leave with today: [3 specific takeaways]. You will also see exactly how [program name] works and whether it is the right fit for you. See you at [time]. Join link: [link] 🎯"

POST-DEMO DAY 2 – SOCIAL PROOF

"Hi [Name] – wanted to share what one of my recent students said: '[specific result – e.g., went from 61% to 89% in Board Physics in 3 months].' She joined exactly where you are now. Our next batch starts [date] with only [X] seats remaining. Would love to have you in it. Any questions?"

MY NOTES

WhatsApp Business App vs WhatsApp Business API

There are two versions of WhatsApp for business use. Understanding the difference helps you know which one you need right now — and when to upgrade.

 WhatsApp Business App (Free)

Broadcast to maximum 256 contacts per list

Quick replies for frequently sent messages

Away messages and basic auto-reply

Business profile with address, hours, website

Best for: Coaches with under 500 contacts and under 50 active leads per month

⚡ WhatsApp Business API

Unlimited contacts and broadcasts

Triggered automated sequences

Two-way conversation management

Pre-approved message templates

Best for: Coaches with 500+ contacts and 100+ active leads per month — essential for full automation

Start with the free Business App. It handles everything you need in the first 6 months. When you are consistently generating 100+ leads per month and your broadcast list exceeds 500 contacts, upgrade to the API for full automation.

■ Growing Your Broadcast List — The 5 Most Effective Methods

- **Lead magnet downloads (Chapter 13):** Every person who DMs your keyword and receives your free resource. This is your primary list-growth mechanism — growing it every week.
- **Demo class registrations:** Everyone who registers for your free demo class goes onto your broadcast list immediately — even if they do not show up or do not enrol.
- **Past enquiries:** Every person who ever enquired and gave you their number — import them all into your broadcast list and start the re-engagement sequence from Day 1.
- **Current and past students:** Every student who has ever enrolled with you should be on your weekly value broadcast list. They are your most likely referral source — stay top of mind consistently.
- **Offline events and demos:** Parents who attended an offline demo class, information session, or school talk — collect numbers at the door and add them to your broadcast list with their permission.

MY NOTES

■ The Weekly Monday Broadcast — Your Most Important Marketing Habit

The single highest-return marketing activity for any Indian coach with a WhatsApp broadcast list is a weekly value broadcast sent every Monday morning between 8 and 10 AM. Here is exactly what it should look like:

WEEKLY MONDAY VALUE BROADCAST – TEMPLATE

"Good morning! 🌞 This week's quick tip for [niche audience]:

[ONE specific, actionable insight in 3–4 sentences. Not general — very specific. Something they can think about or try today.]

Applying this one thing consistently for 2 weeks can make a genuine difference in [specific area].

Have a great week! — [Your name]"

Notice what this broadcast does not include: no program promotion, no fee information, no "limited seats remaining" urgency. Pure value only. The objective of the Monday broadcast is not to sell — it is to stay consistently top of mind so that when any contact on your list is ready to enrol (or knows someone who is), your name is the first one they think of.

■ WhatsApp Compliance in India

WhatsApp has clear policies about broadcast messaging. Following these rules keeps your account healthy and prevents being flagged or banned:

- **Only broadcast to contacts who have saved your number:** WhatsApp broadcasts only reach contacts who have saved you. Ask new leads to save your number as part of your welcome message: "Save my number as '[Your name] — [Niche] Coach' so my tips reach you every week."
- **Do not send more than 2 broadcasts per week:** Over-messaging leads to people blocking you and reporting your account. One Monday value broadcast and one batch-opening announcement per week is the maximum — and often the optimum.
- **Always allow easy opt-out:** End each broadcast with "Reply STOP if you'd prefer not to receive these tips." This keeps your list clean with engaged contacts only — and protects your account from spam reports.

MY NOTES

