CHAPTER 12 IMPLEMENTATION RESOURCE • 15-MINUTE EXECUTION SPRINT

R = Reach: Lead Generation, Pre-Selling & Emotional Magnets

Attract pre-sold sovereign buyers, dominate industry feeds organically, and eradicate sales resistance before the discovery call ever takes place.

1. EMOTIONAL LEAD MAGNET DIAGNOSTIC

REACH AUDIT: 3 MIN

☐ **The 'Teaser' Trap:**	Giving a fluffy checklist that gives zero immediate dopamine or concrete implementation value.	AUDIT ME
☐ **The 'Too Much Info' Trap:**	Overwhelming the prospect with 200 pages so they never finish reading or take action.	AUDIT ME
☐ **The Pre-Selling Factor:**	Does your lead magnet logically conclude that the only next step is working directly with you?	AUDIT ME

2. THE PRE-SELLING FUNNEL BRIDGE

ORGANIC CONVERSION

AMATEUR LEAD MAGNET (FREEBIE SEEKERS)

`'Free 10-Page Checklist for Everyone'`

Result: 500 downloads, zero high-ticket sales. 98% unsubscribe rate, high ad cost, broke audience.

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SOVEREIGN EXECUTIVE GUIDE (PRE-SOLD BUYERS)

`Executive Guide → Scorecard → Diagnostic`

Result: Attracts serious buyers. Every reader finishes with the exact diagnostic scorecard proving they need your mentorship.

3. THE 48-HOUR ACTION SPRINT

EXECUTE TODAY

- ☐ **1. Outline 1 High-Calibre Lead Magnet:** Format: Title = [Ultimate Goal] + [Core Mechanism] + [Execution Timeline]. Must include a diagnostic scorecard.
- ☐ **2. Launch 1 Hand-Raiser Post:** 'I built a 1-page scorecard auditing [Core Bottleneck]. Comment 'SCORECARD' and I will DM you the link.'
- ☐ **3. Follow Up Direct in the DMs:** Send the link, wait 24 hours, and follow up: 'Did you tally your score? What was your biggest surprise?'

4. AI PROMPT: EXECUTIVE LEAD MAGNET OUTLINE

COPY & RUN IN CHATGPT

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"Act as an Expert Direct-Response Lead Magnet Architect. My niche is [INSERT NICHE] and my flagship offer costs ₹1.5L. Design an irresistible 1-page Executive Guide + Diagnostic Scorecard that gives my target avatar an immediate win, proves their primary bottleneck, and naturally positions my 90-day mentorship as the only logical solution."
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CONGRATULATIONS • CHAPTER 12 EXECUTED

Ready for Chapter 13: Y = Yield & Consultative Conversion?

With qualified reach running, open Chapter 13 to master Yield, execute consultative conversion, and achieve 50%+ enrollment rates.

Apply for 1:1 Diagnostic Audit →