Lovable Lead Magnet Prompt | Checklist ✔️

LEAD MAGNET TYPES (Choose One)

- **Quiz**: Interactive questions with a personalized result
- **App**: Simple utility, highly interactive
- **Opt-in Page**: High-conversion landing page
- **Interactive Page (PDF-style)**: Scrollable, section-based guide with visuals

WEBSITE STYLES (Choose One) 👉 Canva Visuals 👈

- New Brutalism
- Minimalism
- Brutalism & Neobrutalism
- Constructivism
- Swiss Style
- Editorial Style
- Hand-Drawn Style
- Retro
- Flat
- Bento Style
- Illustration-Focused

PROMPT CHECKLIST

Create a **high-converting lead magnet** with the following specifications:

Lead Magnet Type: [Quiz / App / Opt-in Page / Interactive Page (PDF-style)]

Goal of the Lead Magnet:
(e.g. collect emails, qualify leads, educate users, book calls, deliver a quick win)

Target Audience:
(Who is this for? Be specific.)

Core Promise / Outcome:
(What problem does it solve or result does it deliver?)

Website Style:
Choose ONE primary style from the list below and apply it consistently.

Visual Direction:
Clean, modern, high-contrast, easy to scan, optimized for conversion and mobile.

Font Style:
Use modern, readable fonts that match the selected style.

Page Structure:

- Clear headline with strong hook
- Short supporting subheadline
- Main interactive element (quiz/app/content blocks)
- Simple explanation of value
- Strong CTA (email capture or next step)

UX Requirements:

- Minimal friction
- Fast to understand
- One clear action per section

Build this in a way that feels premium, intuitive, and easy for a non-technical user to deploy inside Lovable.

BRAND & VISUAL (Optional but Highly Recommended)

- **Images:**
  Use my uploaded images to personalize the lead magnet and make it feel unique. Integrate them naturally into the layout where they improve clarity or visual hierarchy.
- **Brand Colors:**
  Primary color:
  Secondary color (optional):

Apply these colors consistently to buttons, highlights, dividers, and key UI elements.

- **Logo:**
  Use my logo in the header or footer without overpowering the content. Maintain proper spacing and alignment so it feels clean and professional.

Ensure the overall design still prioritizes readability, contrast, and conversion.

NOTE: At the end of **any** prompt, users can add:

Do not use: em dashes

Optimize this for clarity, speed, and conversion.
Prioritize usability over visual complexity.

QUIZ LEAD MAGNET >> *“Diagnosis / Clarity”*

Prompt Idea:

Create an **interactive quiz lead magnet** that helps users quickly identify their current situation and next best step. Take inspiration from top industry clean Apps.

Goal: Capture emails by delivering a personalized result.

Quiz Structure:

- 5-7 simple multiple-choice questions (***add your questions***)
- One question per screen
- Progress indicator

Result Page:

- Clear diagnosis or category (e.g. “You’re at Stage X”)

- Short explanation of what this means
- 3 actionable recommendations

Design Style: Minimal, modern, easy to scan, mobile-first

CTA:
“Enter your email to see your full result and next steps.”

Build this so it feels fast, intuitive, and valuable within the first 30 seconds.

APP LEAD MAGNET >> *“Tool / Calculator / Utility”*

Prompt Idea:

Create a **simple web app lead magnet** that gives users a quick win using a lightweight tool or calculator.

Goal: Deliver immediate value, then capture emails.

App Flow:

- Input section (1-3 fields max)
- Instant result or output
- Short explanation of what the result means

UX Requirements:

- Extremely simple
- No learning curve
- Results shown in under 10 seconds

Design Style: Clean, minimal, modern

Email Capture:
Show partial results first, then prompt:
“Enter your email to save or unlock full results.”

Build this app so it feels premium, fast, and trustworthy.

OPT-IN PAGE LEAD MAGNET >> *“Straight Conversion”*

Prompt Idea:

Create a **high-converting opt-in page** for a lead magnet.
Describe what you want to see on the page: _____ (Design style, graphics, logo etc…)

Goal: Maximize email sign-ups with minimal friction.

Page Structure:

- Bold, benefit-driven headline
- Short subheadline clarifying who it’s for
- 3 bullet points explaining what they’ll get
- Simple email form

Design Style: Minimal, high contrast, distraction-free

CTA Button:
Clear and action-oriented (e.g. “Get Instant Access”)

Trust Signals (optional):
Short line like “Used by 1,000+ creators” or “Takes less than 5 minutes.”

Build this page to be fast, focused, and optimized for conversions on mobile.

INTERACTIVE PAGE (PDF-STYLE) >> *“Guide / Framework”*

Prompt Idea:

You are an editorial designer creating an **interactive PDF-style lead magnet** built as a web page.

Goal: Educate users with a high-value guide while capturing emails.

Structure:

- Clear title + promise
- Section-based layout (like a modern PDF)
- Short blocks of text, visuals, and dividers
- Checklists, frameworks, or steps

Reading Experience:

- Scrollable
- Easy to skim
- Visually structured

Email Capture:
Place opt-in after the first valuable section:
“Enter your email to continue and access the full guide.”

Design Style: Editorial, clean, premium, mobile-friendly

Build this so it feels like a downloadable guide but better.

RainFlow Magic Code: (IFRAME)

```
<style>
  html, body {
    margin: 0 !important;
    padding: 0 !important;
    overflow: hidden !important;
  }
</style>
<div style="width: 100vw; height: 100vh;">
  <iframe
    src="https://innersuperhero.lovable.app"
    style="width: 100vw; height: 100vh; border: 0; display: block;"
  ></iframe>
</div>
```

BONUS:

High-Converting Landing Page Framework

Step 1:
Hero section: Instant Clarity + Desire
This section decides if they stay or bounce.

Goal:
They must understand:

- What this is
- Who it's for
- Why they should care

Include:

- Clear, benefit-driven headline
- Short sub-headline that removes confusion
- Primary CTA (only ONE action)
- Visual proof (video, mockup, dashboard, transformation)

Formula:

Get [Desired Result] without [Big Pain] in [Timeframe / Unique Way]

CTA examples:

- Get Instant Access
- Watch the Free Training
- Start Free
- See How It Works

Step 2:
Call Out the Exact Person
Make them say: "This is for me."

Goal:
Disqualify the wrong people and lock in the right ones.

Include:

- “This is for you if…” bullets
- Specific situations, frustrations, desires

Example: (Painpoint and desired outcome)

- You’ve tried X but it didn’t work
- You’re overwhelmed with Y
- You want Z without doing A

This increases conversions by reducing mental friction.

Step 3
The Core Problem

People buy solutions, not features.

Goal:
Show them you understand the problem better than anyone.

Include:

- Why what they’ve tried hasn’t worked
- The real reason they’re stuck (root cause)
- Consequences of doing nothing (future pacing)

NOTE:
No drama. Just truth + clarity.

Step 4
Your Unique Solution (System / Method)

This is where most pages fail.

Goal:
Explain WHY your solution works, not just what it is.

Include:

- Your unique system (framework, process)
- Simple explanation (no jargon)
- Why it’s different from alternatives

Example framing:

> “Most people try X.
> That fails because of Y.
> We use Z, which fixes the real problem.”

Step 5
Social Proof

Trust beats persuasion.

Goal:
Remove skepticism from different personality types.

Include in the mix:

- Testimonials (results + context)
- Logos / brands / audience size
- Numbers (users, downloads, revenue, growth)
- Before/after snapshots (works pretty well)
- Short quotes Or Written testimonials

NOTE:
Use light proof earlier, and heavy proof here.

Step 6
Offer Stack (Make the Value Obvious)

Confusion kills conversions.

Goal:
Make it painfully clear what they’re getting.

Include:

- What’s included (bullets, modules, deliverables)
- Who it’s for
- Who it’s NOT for
- How fast they can expect results (realistic)

Value framing:

- What this replaces
- What it saves (time, money, stress)

Step 7
Risk Reversal (Lower the Barrier)
Even free offers have risk.

Goal:
Remove the final internal objections.

Include:

- Guarantee (if paid)
- “No spam / cancel anytime” (if free)
- Clear expectations
- Transparency

Examples:

- 7-day / 14-day / 30-day guarantee
- “Watch the first X minutes risk-free”

Step 8
Strong CTA Section (Decision Moment)
Tell them what to do, clearly.

Goal:
Make the next step feel obvious and safe.

Include:

- Repeated headline (re-anchor value)
- CTA button
- Micro-copy under CTA (reassurance)

Short-copy examples:

- Takes less than 2 minutes
- No credit card required

- Instant access

Step 9
FAQs (Silent Objection Killer)

Answer questions they're thinking but won't ask.

Goal:
Handle logical objections before they bounce. (based on your costumer)

Include:

- "Is this for beginners?"
- "How long does it take?"
- "What if I don't have X?"
- "What makes this different?"