

BRAND EMPIRE CHALLENGE

Day 4 Worksheet: Profit Accelerator

Build the bridge from free content to paid offers with a lead magnet and an email sequence.

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The Bridge Framework has three moves: **Attract** with a lead magnet, **Nurture** with an email sequence, and **Convert** by presenting your offer as the natural next step.

| Step 1: Your lead magnet

What's the #1 problem my audience asks about?

What quick win can I help them achieve?

What format would be most valuable to them? (checklist, template, mini-course, guide, quiz)

How does this connect to my paid offer?

Title formula: The [number] [type of resource] to [achieve desired outcome] in [time frame]

My lead magnet title

Outline: the sections or steps inside it

Step 2: Your 7-day nurture sequence

EMAIL	PURPOSE	MY SUBJECT LINE	KEY MESSAGE
1	Welcome & deliver		
2	Share your story		
3	Provide more value		
4	Address objections		
5	Social proof		
6	Soft pitch		
7	Last chance		

Your opt-in setup

My email platform

Where my opt-in form will live (link in bio, website, pinned post)

| Your Day 4 action plan (60–75 minutes)

- ☐ Define your lead magnet using the questions above
- ☐ Create your lead magnet, or outline it
- ☐ Write your 7-day email sequence
- ☐ Set up your email platform and opt-in form

Go deeper: If leads still feel stuck, the **Lead Generation Reset Checklist** helps you find the one obstacle blocking your momentum and apply the shift that clears it. Want the whole system? The **Lead Rhythm Toolkit** bundles five resources. Use code **EMPIRE20** for 20% off either one. [Get the Lead Generation Reset Checklist](#) or [get the Lead Rhythm Toolkit](#).