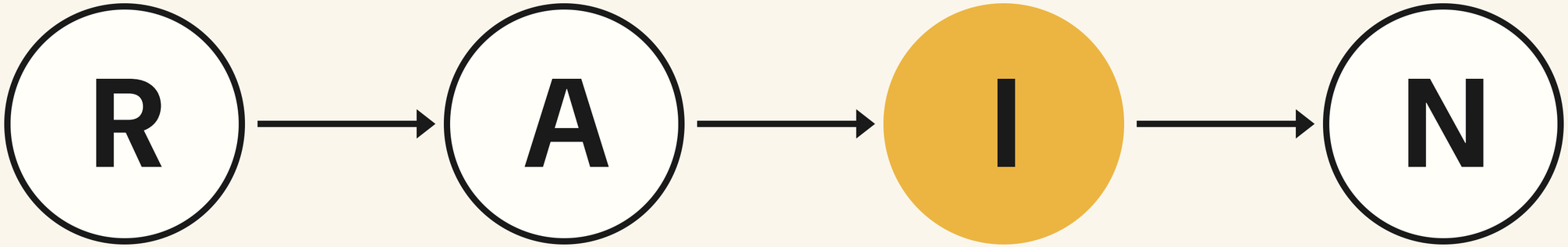
Your lead magnet. Built today.



Tonight: the I in RAIN.



Your wins.

2

chats from her poll

Viveca

45+

conference contacts

Ramesh

5

poll replies

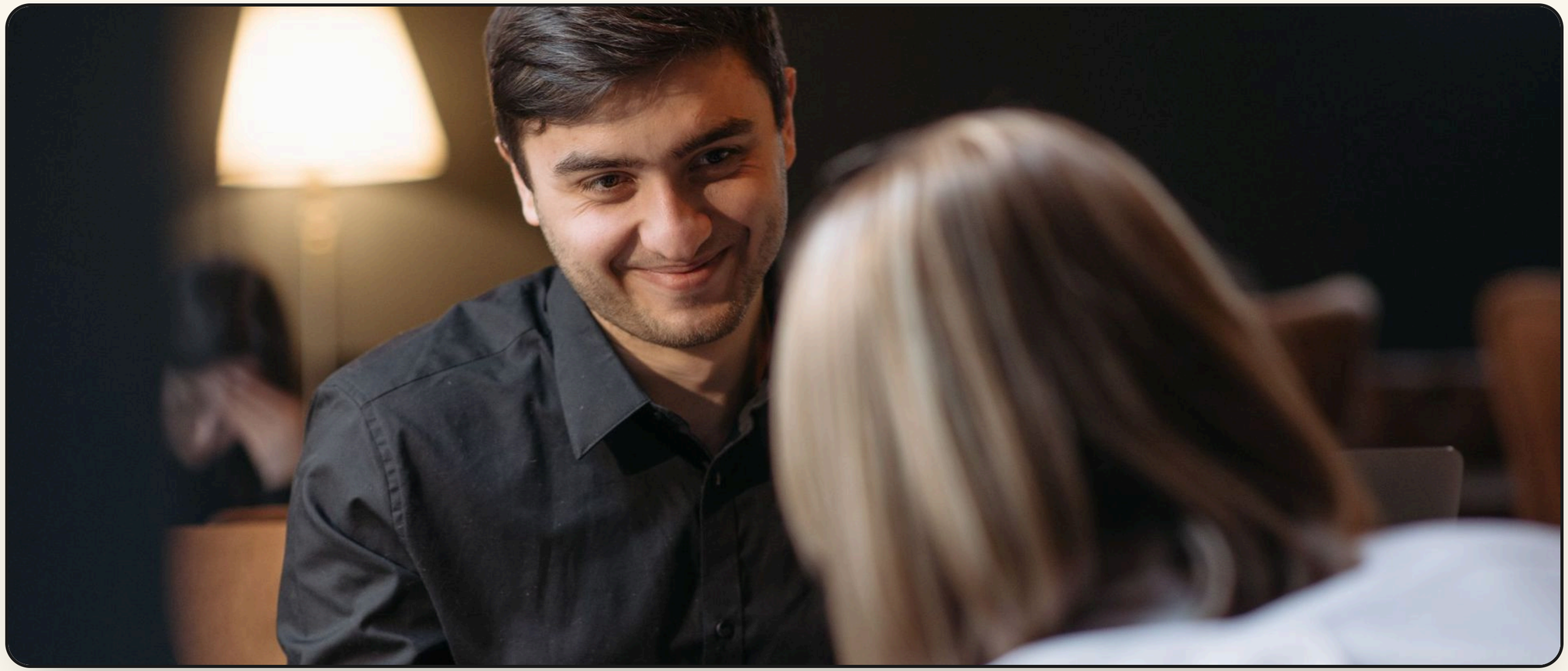
Daniela

1

ICP per poll: fixed

Fabrice

It starts a conversation.



“No one wants a generic ebook…”



Wes · Thursday clinic

A taster, not the meal.



Give away the **what** and **why**. Sell the **how**.

Build it by the rules.

1

Your offer

nothing new

2

Function

over form

3

15 minutes

to use it

4

Offer it

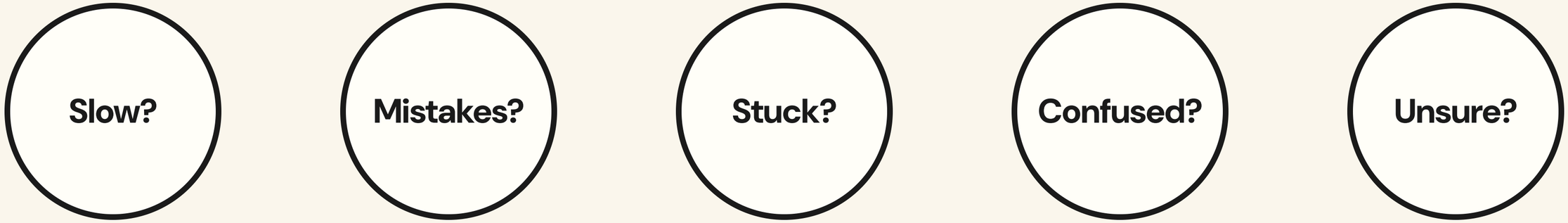
never dump it

5

Video

show it

Pick your type.



Swipe file **Checklist** **Mini guide** **Cheat sheet** **Scorecard**

Or go **invisible**: built for one person.

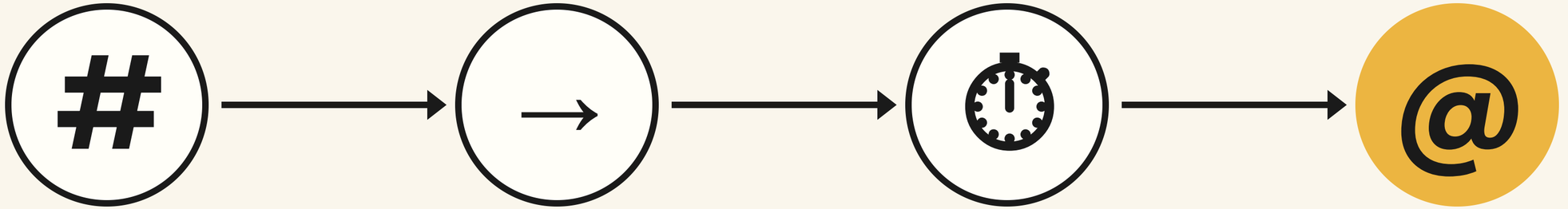
Three tests.

Stop Would they stop scrolling?

$50 Would they pay for it?

Fwd Would they send it to their boss?

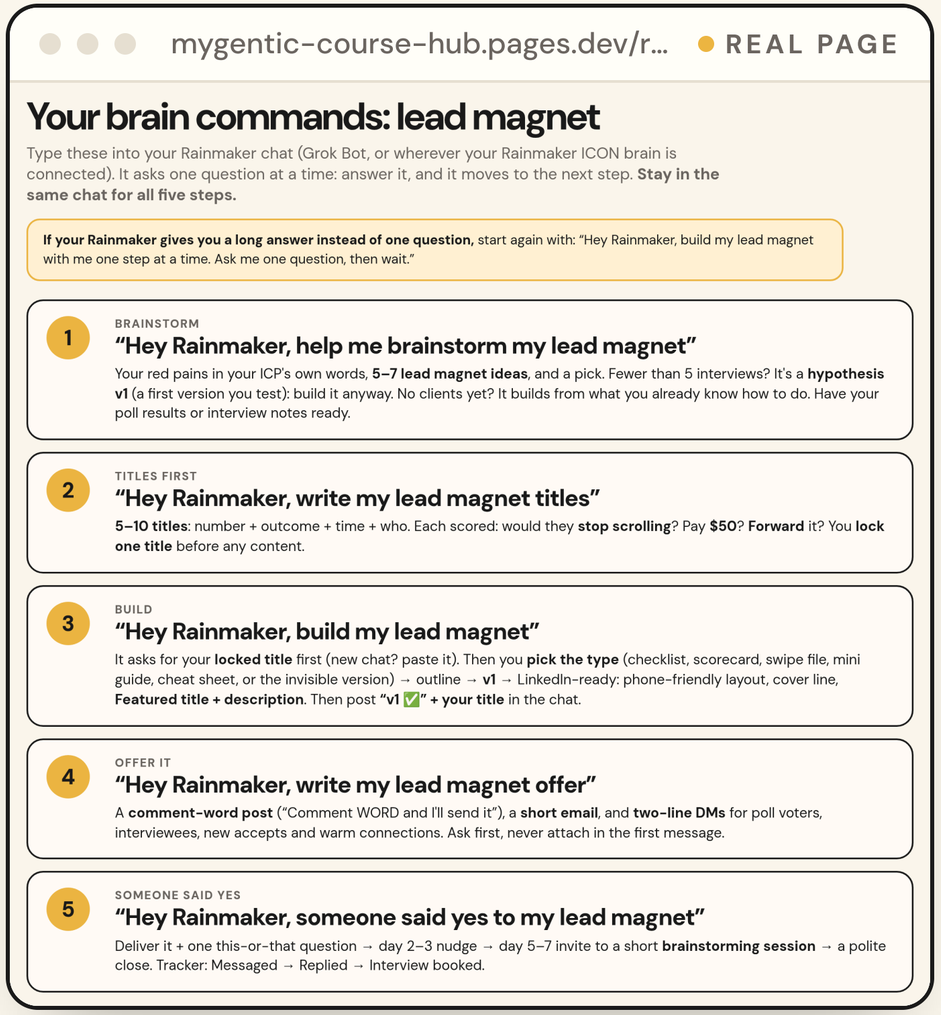
Title first.



A number → An outcome → A time → Who

“5 DM openers that get replies in 10 minutes, for coaches”

Your five brain commands.



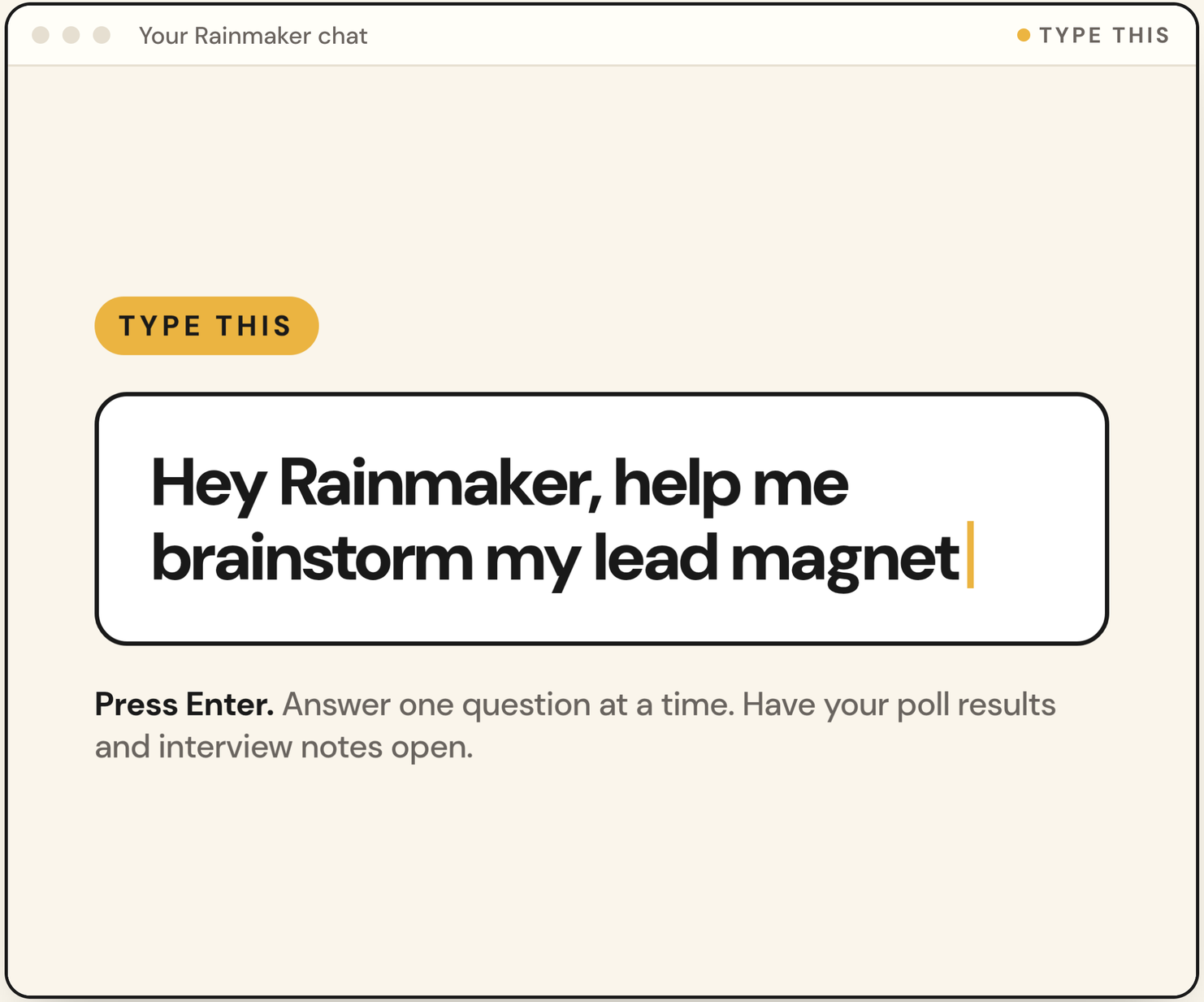
Stay in the same chat for all five. Handout on the hub.

Step 1: brainstorm.

THE EXACT PROMPT

Hey Rainmaker, help me brainstorm my lead magnet

1. Your red pains
2. 5–7 ideas
3. Pick one



Step 2: titles first.

THE EXACT PROMPT

Hey Rainmaker, write my lead magnet titles

1. 5–10 titles
2. Three tests
3. Lock one

Your Rainmaker chat

TYPE THIS

TYPE THIS

Hey Rainmaker, write my lead magnet titles

Press Enter. Answer one question at a time. Lock one title before you write anything else.

Brainstorm. Lock one title.

Type: “Hey Rainmaker, help me brainstorm my lead magnet”

Pain their words

Idea

1 title

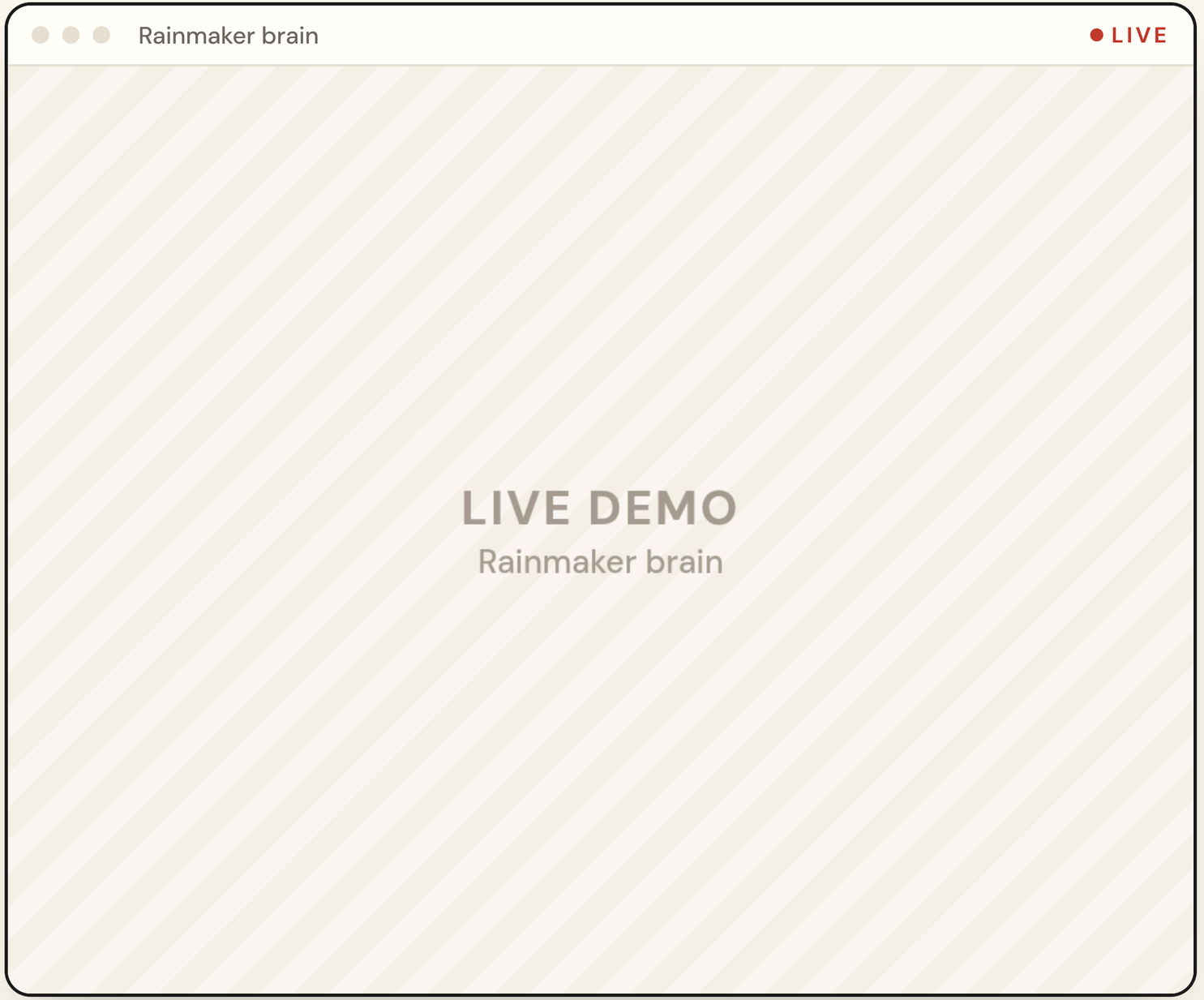
Then: your title in the chat

Step 3: build it.

THE EXACT PROMPT

Hey Rainmaker, build my lead magnet

1. Pick your type
2. Outline
3. Your v1
4. LinkedIn-ready



Build v1. One page. Ship it.

Type: “Hey Rainmaker, build my lead magnet”

Title + promise

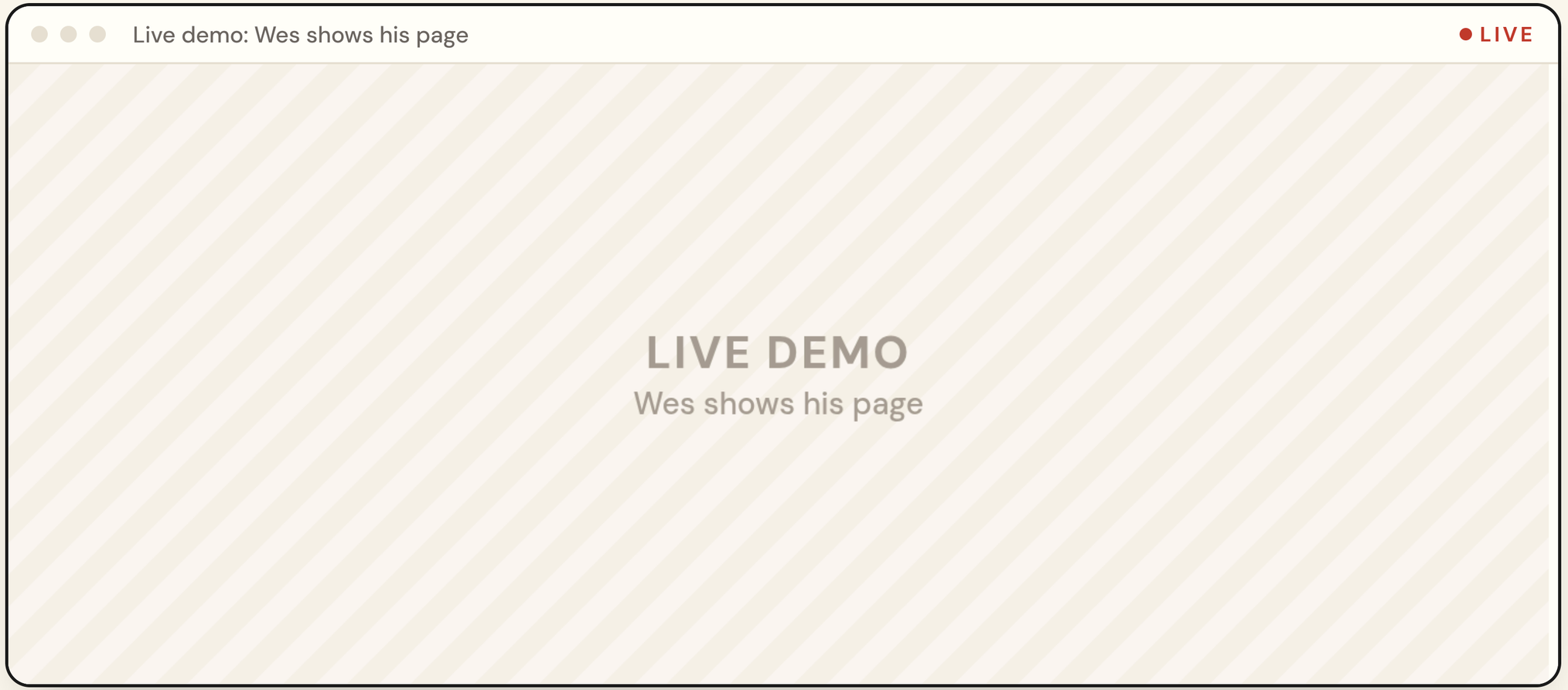
For

3–7 steps

1 CTA

Then: “v1 ✅” + title in the chat

Or build it for one person.



Influence: offer it, don't dump it.



Ask first

“Want a copy?”

Send it

separate message

This or that?

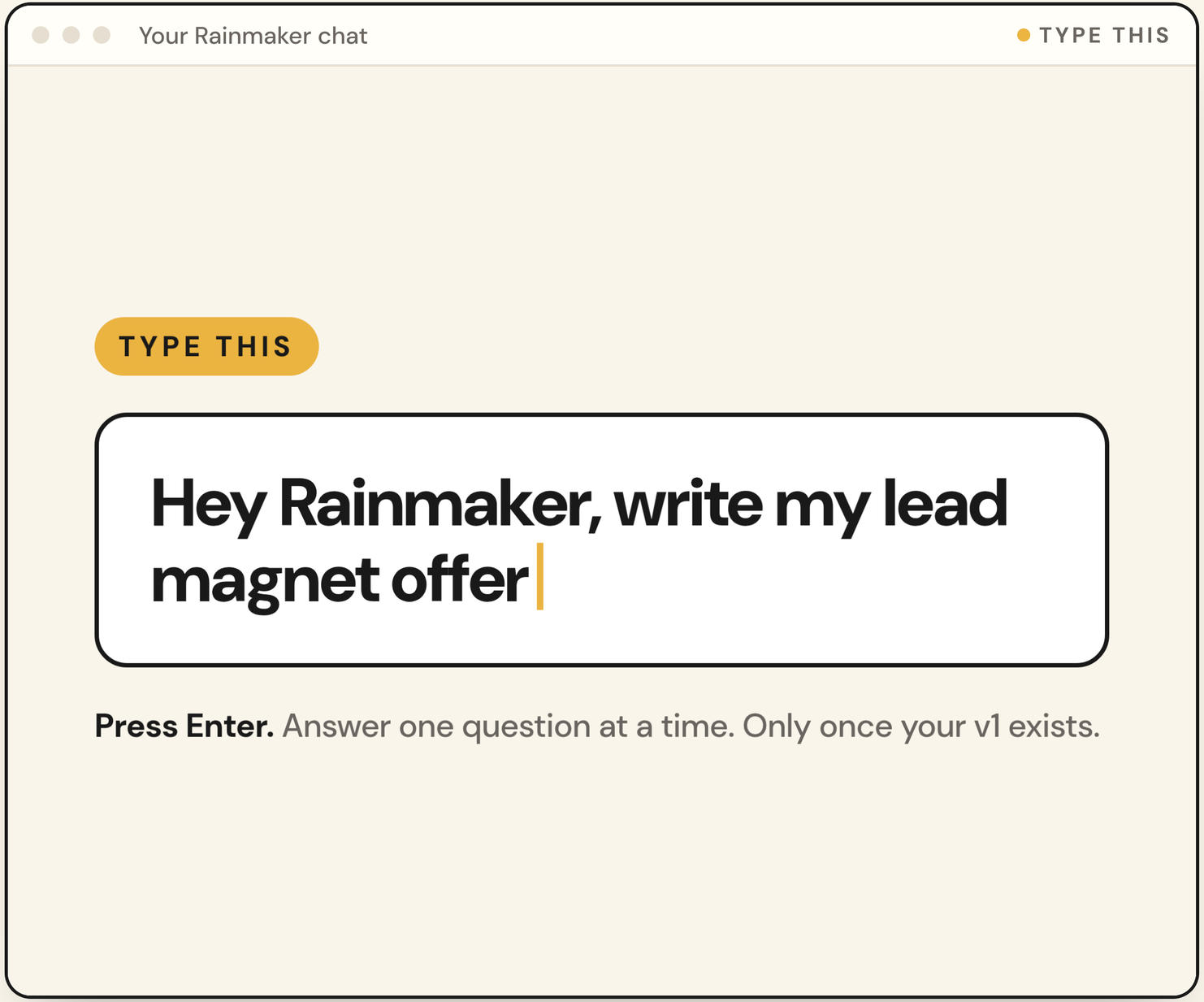
never “thoughts?”

Step 4: offer it.

THE EXACT PROMPT

Hey Rainmaker, write my lead magnet offer

1. **Post** comment word
2. **Email** ask first
3. **DM** two lines



Write your offer.

Type: “Hey Rainmaker, write my lead magnet offer”

Post comment word

Email

DM

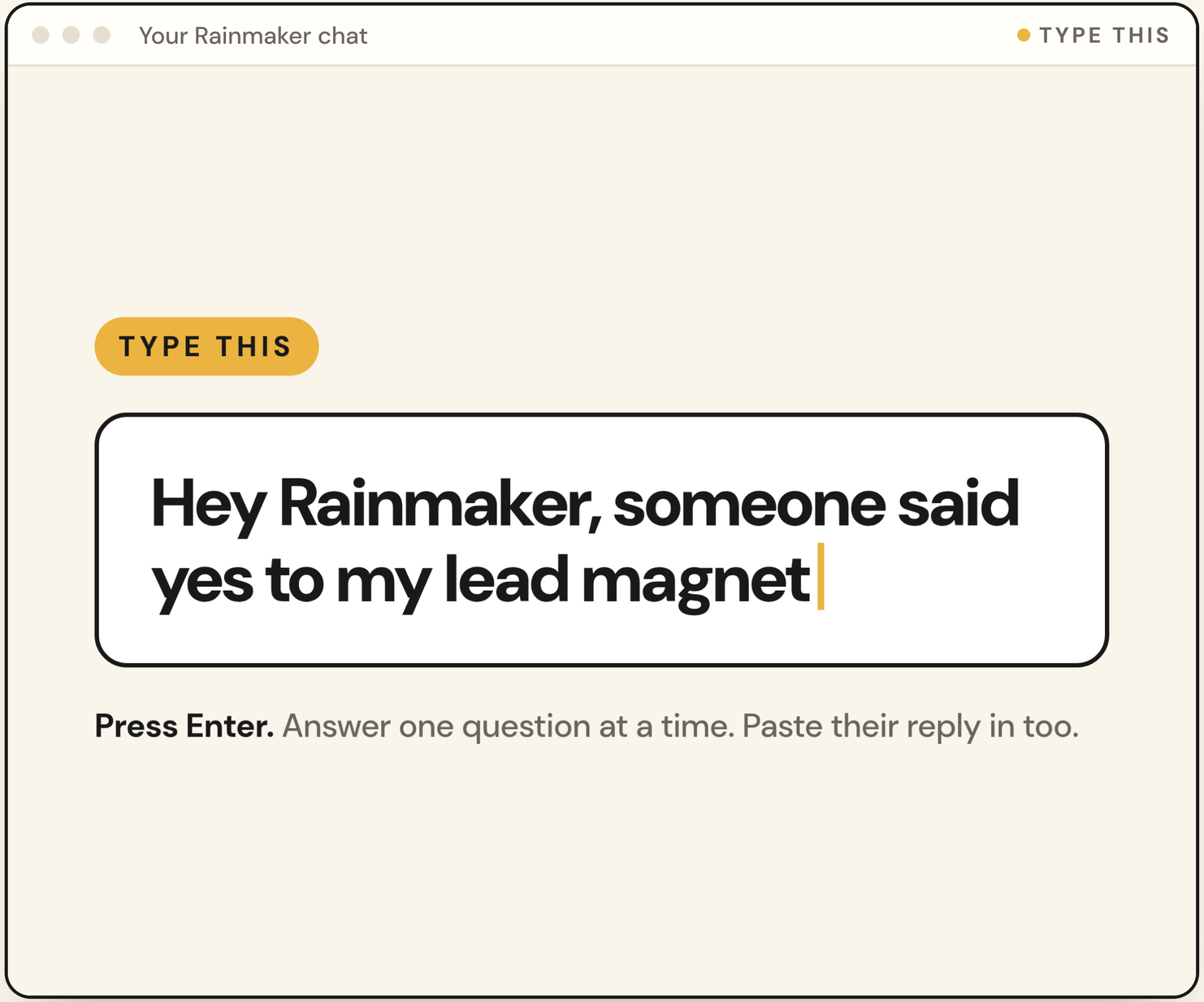
Then: paste one in the chat

Step 5: they said yes.

THE EXACT PROMPT

Hey Rainmaker, someone said yes to my lead magnet

1. Send it + ask
2. Day 2–3 nudge
3. Day 5–7 brainstorm
4. Close the loop

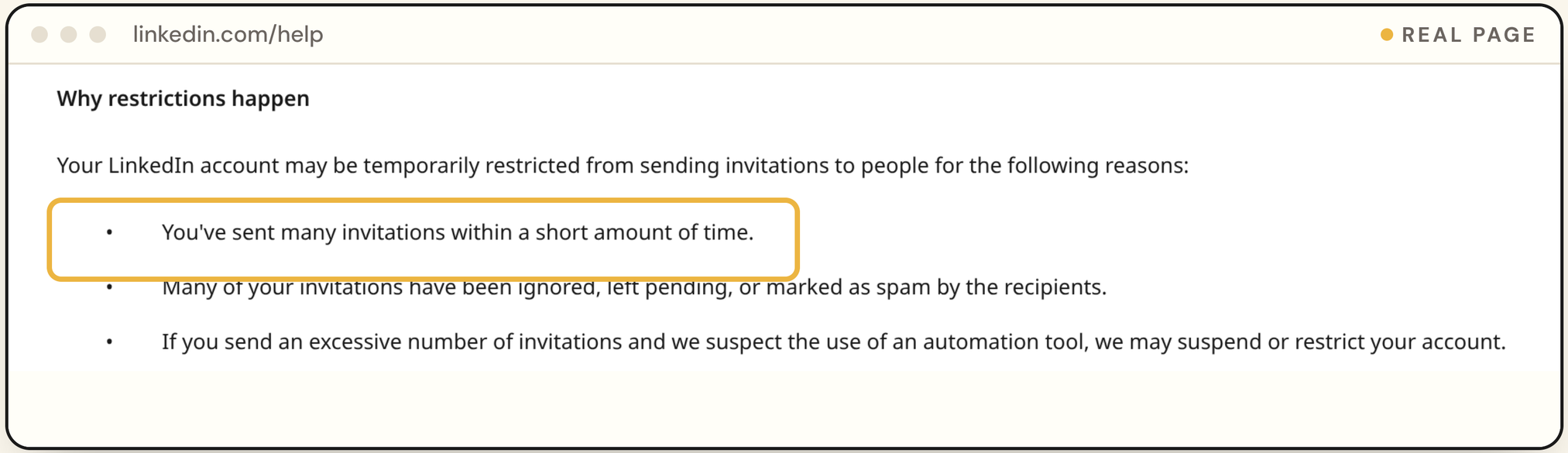


Hot seat: title, v1, offer.



Three volunteers

Offers ride inside your 10 DMs.



Connection requests: **10 a day**. 20 is the hard max, never the target. About 100 per 7 days.

1 **Finish v1. Record 2 minutes.**

2 **Offer it to every voter**

inside your 10 DMs a day

3 **Bring numbers Thursday**

offered · yes · conversations