Your brain commands: lead magnet

Type these into your Rainmaker chat (Grok Bot, or wherever your Rainmaker ICON brain is connected). It asks one question at a time: answer it, and it moves to the next step. **Stay in the same chat for all five steps.**

If your Rainmaker gives you a long answer instead of one question, start again with: "Hey Rainmaker, build my lead magnet with me one step at a time. Ask me one question, then wait."

1

BRAINSTORM

"Hey Rainmaker, help me brainstorm my lead magnet"

Your red pains in your ICP's own words, **5–7 lead magnet ideas**, and a pick. Fewer than 5 interviews? It's a **hypothesis v1** (a first version you test): build it anyway. No clients yet? It builds from what you already know how to do. Have your poll results or interview notes ready.

2

TITLES FIRST

"Hey Rainmaker, write my lead magnet titles"

5–10 titles: number + outcome + time + who. Each scored: would they **stop scrolling**? Pay **$50**? **Forward** it? You **lock one title** before any content.

3

BUILD

"Hey Rainmaker, build my lead magnet"

It asks for your **locked title** first (new chat? paste it). Then you **pick the type** (checklist, scorecard, swipe file, mini guide, cheat sheet, or the invisible version) → outline → **v1** → LinkedIn-ready: phone-friendly layout, cover line, **Featured title + description**. Then post **"v1 ✅" + your title** in the chat.

4

OFFER IT

"Hey Rainmaker, write my lead magnet offer"

A **comment-word post** ("Comment WORD and I'll send it"), a **short email**, and **two-line DMs** for poll voters, interviewees, new accepts and warm connections. Ask first, never attach in the first message.

5

SOMEONE SAID YES

"Hey Rainmaker, someone said yes to my lead magnet"

Deliver it + one this-or-that question → day 2–3 nudge → day 5–7 invite to a short **brainstorming session** → a polite close. Tracker: Messaged → Replied → Interview booked.

DAILY ROUTINE (RAIN)

10/10/1: replies first (uncounted), 10 messages (DMs), up to 10 connection requests, 1 post. Your lead magnet is the **Influence** give. Offer DMs count **inside your 10 DMs**.

STAY SAFE

Connection requests: **10 a day** is the standard; 20 is the hard max, never the target; about 100 per 7 days. Any LinkedIn warning or "verify you're human" check = stop for the day. **I draft; you send:** you copy, check and send each message yourself.

HOMEWORK · THU 8 OCT CLINIC

Finish v1 · record a 2-minute walkthrough · put it in Featured · offer it to every voter, inside your 10 DMs a day · bring three numbers: offered / said yes / conversations.

RULES OF THUMB

A taster, not the meal. From what you already sell. Under 15 minutes to use. Offer it, don't dump it. Don't build a second one until the first has been offered to 20 people.