

Graduation Project

My First AI-Powered Lead Magnet

Project Goal

By the end of this project you will have created:

- ✓ A professional lead magnet
- ✓ A PDF guide
- ✓ An attractive cover
- ✓ A compelling title
- ✓ A landing page headline
- ✓ A short description
- ✓ A call-to-action
- ✓ A social media post to promote it

You will have a complete marketing asset—not just another exercise.

Step 1 – Choose Your Topic

The first step is choosing something people actually want.

For this example, we'll use:

25 Simple Ways Retirees Can Use AI to Save Time and Create Extra Income

This is an excellent topic because it promises practical value and matches the interests of your target audience.

Step 2 – Define Your Ideal Reader

Before writing anything, ask AI:

Who would benefit most from this guide?

AI Answer

- Retirees
- People over 50
- Beginners
- Anyone curious about AI
- People wanting extra income
- Those with little technical experience

Now we know exactly who we're writing for.

Step 3 – Create a Powerful Title

Instead of a plain title, ask AI:

Give me 20 attention-grabbing titles for a free guide aimed at retirees who want to use AI to save time and earn extra income.

Some examples might be:

- 25 Easy Ways Retirees Can Use AI Every Day
- AI Made Simple for Retirees
- Your First Steps with AI
- Discover Practical AI for Everyday Life
- AI for Retirees: Save Time, Reduce Stress and Create Extra Income

For our project, we'll use:

25 Simple Ways Retirees Can Use AI to Save Time and Create Extra Income

Step 4 – Write the Promise

Every lead magnet should answer one question:

"What's in it for me?"

Our promise:

Discover practical, beginner-friendly ways to use today's AI tools to save hours every week, become more productive, and uncover new income opportunities—even if you've never used AI before.

Step 5 – Build the Contents

Here's a simple outline:

1. Welcome
2. What is AI?
3. Writing Emails Faster
4. Planning Your Day
5. Creating Shopping Lists
6. Budgeting
7. Meal Planning
8. Travel Planning
9. Learning New Skills
10. Creating Digital Products
11. Starting an Online Business
12. Next Steps

Notice that each chapter is only one or two pages long, making the guide easy to read.

Step 6 – Write Each Chapter with AI

Use prompts like:

Write a friendly, one-page chapter explaining how retirees can use AI to plan their day. Use simple English and include one practical example.

Repeat this process for each chapter.

Step 7 – Add Images

Ask AI to create simple illustrations for each chapter, such as:

- A retiree using a laptop
- AI helping with shopping
- Planning a holiday
- Writing emails
- Creating a digital product

The images make the guide more inviting and easier to follow.

Step 8 – Create the Cover

The cover should be clean and professional.

Suggested elements:

- A smiling retiree using a laptop
- Soft blue and white colours
- Modern typography
- AI-themed graphics
- Your website: **mattmare.com**

Title:

25 Simple Ways Retirees Can Use AI to Save Time and Create Extra Income

Subtitle:

A Beginner-Friendly Guide to Practical AI

Step 9 – Write the Landing Page Headline

Instead of saying:

"Download My Free Guide"

Say:

Discover 25 Practical Ways Retirees Can Use AI to Save Time and Create Extra Income

Subheading:

Even if you've never used AI before, you'll discover simple ways to save time, stay organised, and explore new income opportunities with easy-to-follow examples.

Step 10 – Write the Call-to-Action

Instead of:

"Submit"

Use:

Get My Free Guide Now

or

Send Me My Free Guide

Step 11 – Write the Thank You Message

Congratulations! Your free guide is on its way to your inbox.

I hope it inspires you to discover just how useful AI can be in everyday life. Once you've read it, I invite you to continue with the **AI for Retirees Quick Start Membership**, where you'll learn step by step how to use AI confidently to save time, create digital

products, and build new income opportunities.

Step 12 – Promote Your Guide

Ask AI to generate:

- A Facebook post
- A LinkedIn post
- A blog article
- An email invitation
- A short YouTube description

One guide can generate weeks of promotional content.

Graduation Checklist

By the end of this project, you should be able to tick every box:

- ☐ I identified my audience.
- ☐ I chose a valuable topic.
- ☐ I created a compelling title.
- ☐ I wrote a clear promise.
- ☐ I created an outline.
- ☐ I wrote each chapter with AI.
- ☐ I added images.
- ☐ I designed a professional cover.
- ☐ I saved my guide as a PDF.
- ☐ I wrote a landing page.
- ☐ I created promotional content.
- ☐ I published my first AI-powered lead magnet.