

LEAD MAGNET CHECKLIST

Lead Magnet Title

Lead Magnet Promise

Type of Lead Magnet

Report/ Guide

Cheatsheet/ Handout

Toolkit/ Resource List

Video Training/ Email Course

Software Download/ Trial

Cheatsheet/ Handout

Quiz/ Survey

Get Started

LEAD MAGNET CHECKLIST

8 - Point Checklist

Requirements for each Lead Magnet You Create

- Is it Specific?** Lead magnets should NEVER be vague or “boiled chicken.” They must offer an ultra-specific solution to an ultra-specific market.
- Promises One Thing.** Everyone wants a “magic pill” or “silver bullet,” so it’s always better to make and deliver one big promise as opposed to a lot of little ones.
- Fills a Need.** What does your market REALLY want? If you can figure that out and offer a lead magnet that promises it, they’ll gladly give you their contact information (and attention) in return.
- Immediate Gratification.** Avoid using newsletters and multi-day email courses as your lead magnet unless it fills a demand. Your market wants a solution and they want it NOW!!!
- Engages Your Audience.** The best lead magnets do more than inform...they actually change the state and mindset of your prospect so they’re pre-framed to engage in future business with your company.

Get Started

8 POINT CHECKLIST

Continued...



High Perceived Value. Just because it's free, doesn't mean it should **LOOK** free. Use professional graphics and imagery to establish real monetary value for your lead magnet in the mind of your visitor.



High Actual Value. If your lead magnet is all sizzle and no steak, you may get their contact information but you'll lose their attention. To win you must promise **AND DELIVER** the goods.



Rapidly Consumable. You don't want your lead magnet to be a roadblock in your sales funnel, so ideally it should be able to be consumed or experienced in 5 minutes or less. (In other words, avoid long, boring ebooks that take days to read.)

Once your Lead Magnet Meets all the Requirements listed above, then you know you have the perfect tool to get high value Subscribers for your business.

GetStarted.net

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