Lead Magnet Checklist

Create your amazing Lead Magnet to attract your perfect client!



What Problem Do You Solve?



Clear & Conveys the Benefit



Describe Your Promise

What Type of Lead Magnet will you deliver?

Ebook
Cheat Sheet
Video Training
Free Trial
Free Tool
Deep Discount
Quiz
Contest
Challenge
Webinar
Spread Sheet
Consultation
Other

Does Your Lead Magnet Deliver The Following?

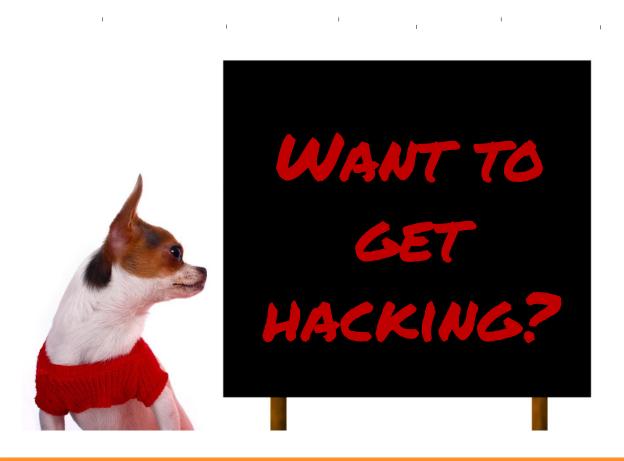
☐ Provide High Value
Is the Value Exchange is on target. Are you giving them a great
value in exchange for their email and contact information?
☐ Topic on Point
Your offer should be directly related to your product or service.
Does your offer connect the user to your other offerings?
Actionable
Does your lead magnet provide the user with actionable
information that can become a quick win?
☐ Solve a Single Pain Point
Your lead magnet should not overwhelm or confuse the user.
Solve just one of your user's pain points.
☐ Gateway to Your Product
Your Lead Magnet should be a gateway to the product or service
you actually offer. Does the user want to take the next step with
you?
☐ Professional Looking
Is your lead magnet professional in appearance. Does it have a
clear design that looks like a quality piece of work.
☐ Brand Match
Does your lead magnet match your brand consistently? Colors,
imagery and tone match the rest of your website.
☐ Include Contact Information
Do you provide your user a way to get in touch with you or take
the next step in the relationship with you?





Wrap Up!

Make irresistible lead magnets that people will love!



START YOUR GROWTH HACKING NOW!



Conclusion



Grab YOUR FREE Twitter Tools!