

# Lead Magnet Checklist

Create your *amazing* **Lead Magnet** to attract your *perfect client!*



What Problem Do You Solve?

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Clear & Conveys the Benefit

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Describe Your Promise

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## 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?

Feed  
Your  
Peeps

# Conclusion

## Wrap Up!

Make irresistible lead magnets that people will love!



**WANT TO  
GET  
HACKING?**

**START YOUR GROWTH HACKING NOW!**

Feed  
Your  
Peeps

# Conclusion



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**YOUR FREE**  
*Twitter Tools!*



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