



# 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?