



LEAD MAGNET CHECKLIST

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Awesome Lead Magnet Checklist

Lead Magnet Name

Purpose of Lead Magnet

Type of Lead Magnet

- Guide/Report
- Cheat Sheet
- Toolkit/Resource List
- Webinar/Video
- Email Course
- eCourse
- Free Trial
- Quiz/Survey
- Discount
- Assessment/Test

Awesome Lead Magnet Checklist

Use the following checklist to ensure that you deliver an awesome lead magnet.

Does your lead magnet have the following characteristics....

→ **Immediate**

Do your readers receive the information quickly and easily?

→ **Free**

In order to build your readers, and to create a relationship and trust with them, you need to give them freebies

→ **High Perceived Value**

Does your freebie look professional?
Check spelling and grammar

→ **Makes A Difference**

Does the information make an improvement or a difference to the problem that you have identified?

→ **Builds Authority**

Does the information that you provide helps to build your rapport and trust with your readers by demonstrating your knowledge.

→ **Action Focused**

Does your lead magnet provide a call to action for your readers to implement?

→ **K.I.S.S.**

Does your lead magnet follow the K.I.S.S method (Keep It Simple Stupid)