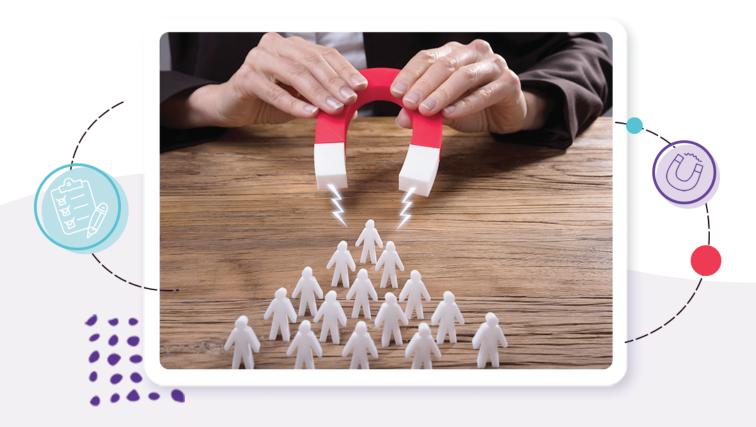
60-Second Lead Magnet Checklist





60-Second Lead Magnet Checklist

To help you figure out what your first (or next) free offer will be!

Lead Magnet Title: What is the ONE Pain Point You Want to Solve with Your Lead Magnet?			
14 Top-Performing L			
☐ Ebook☐ Toolkit / Resource List☐	□ Sales Materials □ Consultation	Discount / Free ShippingAssessment / Test	
Trial	Samples	☐ Infographic	
☐ Quiz / Survey	☐ Cheat Sheet/Handout		
Other:	Uideo Training	Calendar	

8 "MUST-HAVES" for a Successful Lead Magnet

☐ Provide Value You are asking for an email in exchange for your lead magnet so it needs to be useful or valuable to your target customer avatar.
Relate to Your Products and Services By offering something that is directly related to your current products or services, chances are you will obtain highly targeted leads.
Look Nice! Looking good is half the battle. Put in the extra effort to make your lead magnet look professional and well designed. Don't forget your branding!
☐ Be Actionable We mentioned this above, none of these checklist

items matter if the reader can't take some sort of

magnet provides a solution that is action based.

action and move the ball! Make sure your lead

Be Easily Received

There is nothing worse than opting in for something but having to wait days or even longer to get it. Make it instantaneous if possible!

Speak to a Single Pain Point

Don't give away everything AND the kitchen sink. Take ONE pain point your customers or clients have and provide actionable ways to solve it.

Be Simple and Specific

Your lead magnet shouldn't be so in depth that people feel like they don't need your services after getting it. Make it "snackable", quick, and easy to consume.

■ Be a Doorway To Your Business

For some, this will be the first interaction with you, so you want to make a good impression! This could lead to future sales.

