

60-Second Lead Magnet Checklist



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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?

What Solution Does Your Lead Magnet Bring to Your Prospects?

14 Top-Performing Lead Magnets

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|--|--|---|
| <input type="checkbox"/> Ebook | <input type="checkbox"/> Sales Materials | <input type="checkbox"/> Discount / Free Shipping |
| <input type="checkbox"/> Toolkit / Resource List | <input type="checkbox"/> Consultation | <input type="checkbox"/> Assessment / Test |
| <input type="checkbox"/> Trial | <input type="checkbox"/> Samples | <input type="checkbox"/> Infographic |
| <input type="checkbox"/> Quiz / Survey | <input type="checkbox"/> Cheat Sheet/Handout | <input type="checkbox"/> Webinar |
| <input type="checkbox"/> Other: _____ | <input type="checkbox"/> Video Training | <input type="checkbox"/> 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 action and move the ball! Make sure your lead magnet provides a solution that is action based.

☐ **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.