



LEAD MAGNET WORKSHEET AND CHECKLIST

What is your Lead Magnet Title?

What does your lead magnet promise?

What is your lead magnet "hook?"

Type of Lead Magnet:

Blind/Benefit

"Gear" List

Checklist

Case Study

Cheat Sheet/Handout

Resource Guide

Consultation

"Swipe" file

Script

Free Sample

8 Point Lead Magnet Checklist

Specific

Does your offer have specificity? The lead magnet can't be too broad – it must be an ultra-specific solution.

One Big Thing

People are looking for that “Magic Bullet” that will solve their problems – not 46 small solutions. Better to make 1 promise only.

Speaks To The End Result

Remember, no one ever bought a drill because they wanted a drill, they bought a drill because they wanted a hole. Is this what they REALLY want?

Immediate Gratification

No newsletters, bootcamps, or multi-day courses. Your prospect wants a solution RIGHT NOW.

Inspires Belief

Does the lead magnet give them a sense of belief that they can actually get a result? The lead magnet should inspire them to continue to work with you because what you gave them is incredibly valuable.

High Perceived Value

Just because it's free, doesn't mean it should be appear cheap. Use professional graphics and images so your prospect SEES the value in what you're offering.

High Actual Value

Is what you created all sizzle and no steak? You might win by getting their contact information, but if what you promise them is poorly written or not well put together, you'll lose them. You must make a strong claim AND DELIVER outstanding value.

Immediate Consumption

Is your lead magnet too long? This shouldn't be a roadblock to your sales funnel. It should be consumed in 5 minutes or less – avoid long, boring ebooks that take days to read, or long winded training videos that take over an hour to watch. Even audio interviews are too long.



Examples of Types of Lead Magnets

A Blind/Benefit

Simplest method - Promise a sliver of information, not a deliverable, just information

A "Gear" list

This actually is the easiest and by far the highest converting lead magnet right now.

Checklists

This is for how something needs to get done more than once, or that seems complicated.

Case Studies

You can show an example of how successful someone is in business or a result in your business.

Cheat Sheets/Handouts

Handouts get a higher conversion rate - mind maps, drawings, and flowcharts. Way better than reports

Resource Guides

Compiling a list of resources for someone saves them a ton of time.

Consultations

Giving away a free 30 minute consultation is excellent for people that are just starting out in the business and have a ton of personal questions.

"Swipe" files

This could be a collection of templates that people can tailor to their own use

Scripts

Any type of scripts that would help the prospect in video or audio recording, or any type of presentation.

Useful Templates

Client briefing templates, email templates, copywriting templates, blog post templates, to name a few

Free Samples

This better be presented VERY well. If it's not a compelling offer, then skip this.