

LEAD MAGNET WORKSHEET

LEAD MAGNET TITLE: _____

DESCRIBE LEAD MAGNET PROMISE BELOW:

TYPE OF LEAD MAGNET:

Report/Guide

Toolkit/Resource List

Software Download/Trial

Quiz/Survey

Blind/Sales Material

Other: _____

Cheat Sheet/Handout

Video Training

Discount/Free Shipping

Assessment/Test

Step 1 of Order Form

8-POINT LEAD MAGNET CHECKLIST:

Ultra Specific.

Lead magnets should NEVER be vague or “boiled chicken.” They must offer an ultra-specific solution to an ultra-specific market.

One Big Thing.

Everyone wants a “magic pill” or “silver bullet,” so it’s always better to make and deliver one big promise as opposed to a lot of little ones.

Speaks To a Known Desired End Result.

What does your market REALLY want? If you can figure that out and offer a lead magnet that promises it, they’ll gladly give you their contact information (and attention) in return. (HINT: Talk about the size of the holes...not the size of the drill bits.)

Immediate Gratification.

Avoid using newsletters and multi-day email courses as your lead magnet. Your market wants a solution and they want it NOW!!!

Shifts the Relationship.

The best lead magnets do more than inform...they actually change the state and mindset of your prospect so they’re pre-framed to engage in future business with your company.

High Perceived Value.

Just because it’s free, doesn’t mean it should LOOK free. Use professional graphics and imagery to establish real monetary value for your lead magnet in the mind of your visitor.

High Actual Value.

If your lead magnet is all sizzle and no steak, you may get their contact information but you’ll lose their attention. To win you must promise AND DELIVER the goods.

Rapid Consumption.

You don’t want your lead magnet to be a roadblock in your sales funnel, so ideally it should be able to be consumed or experienced in 5 minutes or less. (In other words, avoid long, boring ebooks that take days to read.)