

# LEAD MAGNET WORKSHEET & CHECKLIST

**LEAD MAGNET TITLE:**

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**DESCRIBE LEAD MAGNET PROMISE BELOW:**

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**TYPE OF LEAD MAGNET:**

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|--|---|
| <input type="checkbox"/> Report/Guide            | <input type="checkbox"/> Cheat Sheet/Handout    |
| <input type="checkbox"/> Toolkit/Resource List   | <input type="checkbox"/> Video Training         |
| <input type="checkbox"/> Software Download/Trial | <input type="checkbox"/> Discount/Free Shipping |
| <input type="checkbox"/> Quiz/Survey             | <input type="checkbox"/> Assessment/Test        |
| <input type="checkbox"/> Blind/Sales Material    | <input type="checkbox"/> Step 1 of Order Form   |
| <input type="checkbox"/> Other: _____            |   |

## 7-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.