

## Lead Magnet Template

What can you use as a lead magnet?

*i.e. Buyers Guide*

How can your Client Avatar access your lead magnet?

*I.e. Online - via an opt in on my website*

Will it provide excellent value?

Will it be specific enough for your Client Avatar?

Do you have a compelling call to action? Write it here:

*I.e. Sign up here for your Instant Buyers Guide for XYZ.....*