

## Lead Magnet

Lead Magnet title: *What is your irresistible offer and how will it provide excellent value?*

How will you create a response?

Type of Lead magnet:

- |  |   |
|--|---|
| <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:.....             |   |

## 8 - Point Lead Magnet Checklist

- Ultra Specific.**  
*Lead magnet 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.*
- 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.*