Lead Magnet Title and/or Headline:

|  |
| --- |
|  |

Type of Lead Magnet:

|  |  |
| --- | --- |
| * Ebook/Report/Guide
* Checklist/Blueprint/Map
* Toolkit
* Resource List
* Cheat sheet
* Workbook
* Templates
* Swipefiles
* Tips,Tricks,Shortcuts,Secrets
* Tutorials / How-To
* Live Virtual event / presentation
* Recorded Virtual event/pres’n
 | * Quiz/survey/Test/Assessment
* Free book chapter
* Free + Shipping offer
* Expert interview archives
* Newsletter
* Video training
* Audio training
* 3-part ‘launch’ training
* Email mini course
* Free strategy call
* Free trial / membership
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |

Lead Magnet Media Format

|  |  |
| --- | --- |
| * PDF
* Audio (MP3)
* Streaming Audio
* Video (Mp4)
* Streaming Video
* ZIP
 | * Live webinar
* Live teleseminar
* Live hangout
* Email / autoresponder
* Website / blog
* Member area
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |

“Great Lead Magnet” Checklist

|  |  |
| --- | --- |
| * Attention Grabbing
* Polarizing
* Irresistible
* Perceived value
* Immediate Gratification
* Easy to consume
* One main focus/promise
* Enhances trust/authority
* Advances the sale
* Relates to buying cycle
* Product funnel known
 | * Subscriber-friendly media
* Universal device accessibility
* Easy to produce
* Affordable to produce
* Relevant to multiple avatars
* Tools and resources available

Total Checked: \_\_\_\_\_\_\_\_\_Minimum Needed: \_\_\_\_\_\_\_\_\_PASS:* Yes
* No
 |

Wants, Needs, Solutions, Benefits Matrix

|  |  |
| --- | --- |
| Needs, frustrations, fears, obstacles | Wants, goals and aspirations |
|  |  |
| Solutions | Benefits |
|  |  |