Lead Magnet Title and/or Headline:

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| --- |
|  |

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 |
|  |  |