

LEAD MAGNET CHECKLIST

Simply put, a "Lead Magnet" is a small yet valuable item that you offer to your website visitors for free in exchange for their email address.

Use this Lead Magnet Checklist to make sure that your idea for capturing more email leads fulfills the basic requirements of a good and effective lead magnet.



A LEAD MAGNET SHOULD:

Have high value

In addition to looking professional, your lead magnet should offer value and deliver a positive outcome for the person accessing it.

Be relatively quick to produce

Ideally you will have a number of lead magnets throughout your website so focus on something that will require a relatively low production effort while offering big impact.

Solve a specific problem

Your lead magnet should address an individual's pain points around a certain issue and offer a targeted solution to that problem. This will strengthen its actual and perceived value.

Be easy for user to digest/implement

Offering something that's easy to assimilate (like this checklist!) will provide instant gratification for the user and strengthen your relationship.

Position you as expert in your field

Your lead magnet should ensure that you are top of mind when someone thinks of "X" (service/online course/product). In other words, your lead magnet should be relevant to your own offerings/products so that upsells are easier down the road.

Be evergreen

Try to create lead magnets that stand the test of time rather than catering to current trends. That way, you minimize the revisions that you'll have to make in the future.