

Lead Magnet Checklist

Equipping You With the Tools to Succeed In Business!



- Decide on the type of lead magnet, you will create for your offer.
- Create an outline of your content that you will *attract* with your offer.
- I have related the benefit of what my offer is to my target audience.
- Design Lead Magnet or outsource the design to someone.
- Proofread Lead Magnet (Make sure it is free from errors, misspellings. etc.
- Create graphics for my Lead Magnet: Ensure that your lead magnet stands out, have a friend or family member to view it get their take on it.
- The delivery method of your Lead Magnet: what channels you will delivery your lead magnet through (Mail chimp, Aweber etc.....)
- Opt-in page, this is how your potential customers will enter in their name and email information: determine how you will create this Opt-in page. Via your website, Leadpages OptimizePress.
- **Finally** the delivery of your email which you will deliver your lead magnet. It is the best practice to set up an email autoresponder so when someone signs up, the email will be delivered automatically.