

# TOP PERFORMING LEAD MAGNET CHECKLIST

1

## CREATE AN OFFER

a

You need to understand your ideal clients top issues based on research, not guess work.

- Demographic profile (Age/Location)
- Top Issues
- Day in the Life
- Think/See/Feel/Do

Need more help?

[Download our Persona worksheet](#)

b

Develop a solution to help solve the top issue. A lead magnet does not have to take a lot of investment.

Examples of lead magnets that you can create with relatively low effort:

- Free third party online calculator, assessment or test
- Checklist
- Podcast
- Video

Recommendation: Try a checklist to get you started.

2

## PROMOTE THE OFFER

Your Lead Magnet offer should include:

- A headline  
5-6 words that get the attention of the visitor
- Benefits  
These should be explained from a clients perspective.  
**Example:** More security, less time, fast wealth
- A Call-to-action  
The call-to-action is a button to do something. Make sure your button breaks the color palette with a contrasting color
- Opt-in form  
Keep it simple. Email address is fine.
- Social proof  
This helps build trust. It could demonstrate that you have been featured in well-known publications or have qualifications like CFP.
- Interruption  
Use a pop up from tools like Optin Monster or Sumome to avoid banner blindness and get visitors attention.

3

## LEAD MAGNET TEST

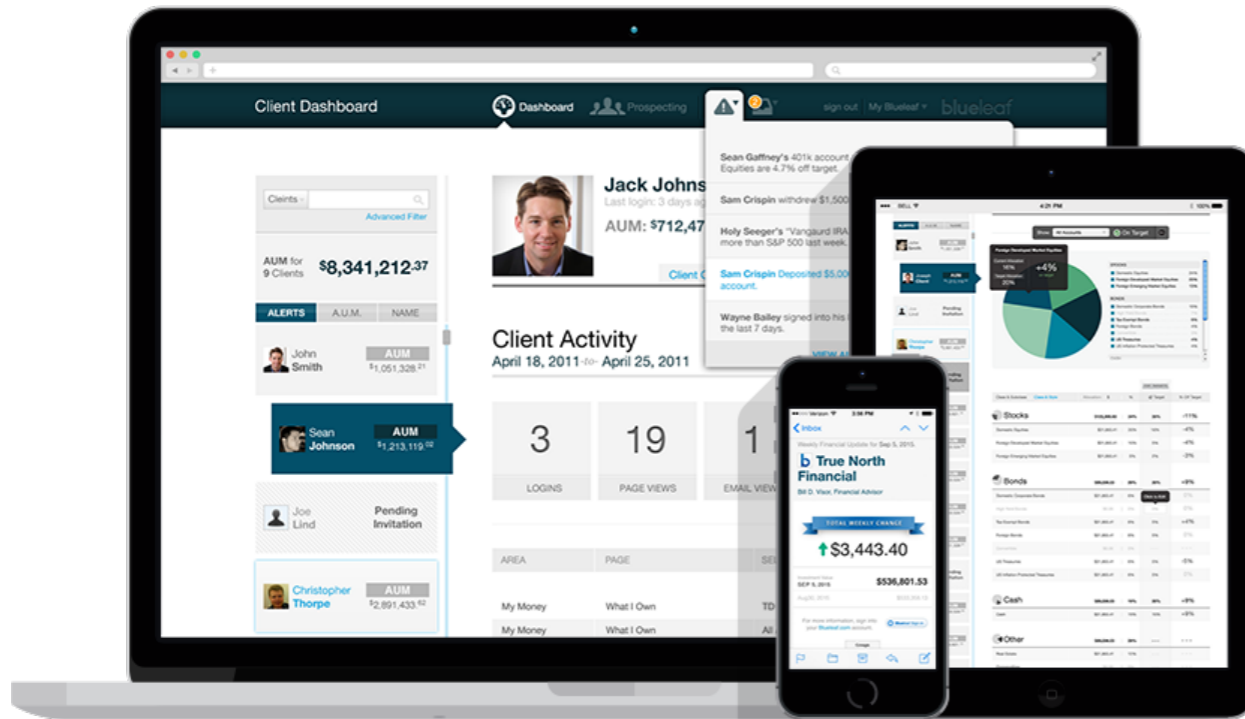
Does your Lead Magnet:

- Offer high perceived value  
Have you made the lead magnet the best it can be from insightful content to good design?
- Deliver high actual value  
Does the lead magnet deliver on expectations?
- Provide a specific answer  
Lead magnets should be a specific solutions to a specific market.
- Make one promise  
Don't make a number of smaller promises-make one big one.
- Focus on an end result focus  
What do your ideal client's really want?
- Provide instant gratification  
Deliver the fast (ideally 5 minute consumption)to change the visitors mindset and create a desire to engage with your firm.
- Deliver value  
Is this really the best possible lead magnet or should you develop/test alternatives.

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