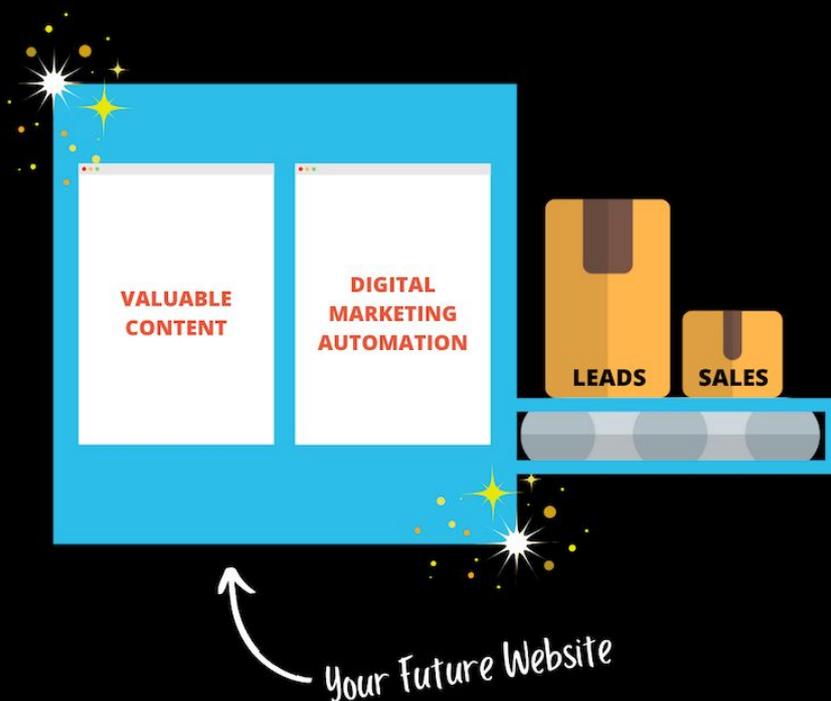


7-Step Guide For Converting More Website Visitors Into High-Value Customers



Workbook 5: Lead Magnet Checklist

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If you want to evaluate the value of your lead magnet use this this 10-point checklist.

Remember, we are not clickbait artist fishing for email address to manufacture a large ego-massaging email list.

We want to provide value and demonstrate our expertise.

So, opt-in for our lead magnet is not enough, we want people to use our lead magnets and get results. No matter how small!

That is how we will build trust. That is how we will attract new clients.

No humongous, text-heavy ebooks or complex reports.

These formats have a time and place but right now, at the top or middle of our funnel (and their buyer's journey, we want to provide people with rapidly consumable content, that is easy to use.

This workbook should take no more than 10 minutes to complete. Let's get started!

Just in case...

Just in case you have somehow come across this workbook without reading the related guide, here's the link: [How to Convert Website Visitors Into High-Value Customers](#).

Reading that is going to be essential for getting the best out of this workbook.

10- Point Lead Magnet Checklist



Related to the original post or topic

Is the lead magnet an obvious addition to the content or topic that your audience has already read?

Don't just put a newsletter sign up box.

If they're on a blog post about marathon running plans, make sure the lead magnet is clearly related to that



The offer and message demonstrate value

Use Workbook 3: The Result & Benefits to craft the perfect sentence and set of words to help people sign up.



Speaks to a specific audience

Have you talked about the specific audience that could benefit from this lead magnet?

Use it in the offer, talk about it in the post and refer to it in the content.



Demonstrates one specific result

Does the lead magnet help the user create, do or complete one specific action that gives them a tangible, epic result?



Easy to use and consume

Is the lead magnet well laid out enough and with clear instructions on how to get the most out of it?

Play dumb and then go dumber.

Use simple words and very small steps to get people through a worksheet.



Genuinely useful enough to use in a workshop?

Is the worksheet or lead magnet useful enough to refer to in a webinar, workshop or in a consulting or coaching session?

You can't refer back to a guide or ebook all the time.

Make sure you can demonstrate something to them, even if they're with you and paying.



Benefits and results related to what you sell

Can you easily lead someone from that lead magnet into a splinter or core product/service?

Does it make sense to start talking about audio file editing services after you give them a guide on buying the best headphones?



More novel and valuable than an ebook

Don't do ebooks. They're overdone and dull.

[Copymonk](#) has like, a billion ideas for lead magnets. And remember worksheet N°2 to figure out what type of lead magnet suits what type of content and how to create them.



Can it be used in under 20 minutes?

More importantly, will the user see VALUE in under 20 minutes?

Maybe the exercise is a course or video.

But they need to see a tangible result or clarity in under 20 minutes.

Otherwise they'll get bored.



Does it help the user do something faster and easier?

You could just use our blog post OR you could use our lead magnet to get the same results FASTER and with LESS WORK from you.

Don't just take our word for it, do the exercise and see the results.

This is how your lead magnets need to be positioned.

Valuable enough to send to people via email at a networking event.

Powerful enough to build a webinar series from.