

The Ultimate Lead Magnet Checklist

To create a stand-out lead magnet that attracts your ideal customers, use our 14-point Lead Magnet checklist:



- ☐ **1.** Can it be consumed (not implemented) in less than 20-mins?
- ☐ **2.** Does it solve just one specific problem?
- ☐ **3.** Does it sound like the magic bullet my market is looking for, to solve their biggest worry, concern or frustration?
- ☐ **4.** Have you got something unique about it compared to similar ones in your market?
- ☐ **5.** Does the market instantly know how it will help them?
- ☐ **6.** Do you feel uneasy about giving it away for free, because it is too good?
- ☐ **7.** Can you explain it so your market will know what it is, in 5 words or under?

- ☐ **8.** Does it appeal to a person who is at the stage immediately before buying stage in your customer journey?
- ☐ **9.** Does it alienate people who are at an earlier stage in the customer journey?
- ☐ **10.** Is it niche market specific?
- ☐ **11.** Will people want to forward it to their friends?
- ☐ **12.** Are you nervous that other people will steal it, use it, share it and teach it?
- ☐ **13.** Does it leave people with a big burning question?
- ☐ **14.** Is it easy and fast for you to produce in high quality?