

# Lead Magnet Checklist

Your lead magnet (aka flagship content) should:

- Be **concise** (ideally 1-2 pages)
- Be **approachable** and **easy to consume** (eg templates or tools)
- Be so **valuable** people would pay you for it (if you asked them)
- Give the recipient a **little win** or progress towards achieving a goal or solving a problem
- Be something you already share with prospects or clients 1-on-1.
- Have your contact details on it (eg website, contact details...)

**More advanced tips:**

- Create a **3D icon** for you lead magnet
- Put your **lead magnet** on a **landing page** where people provide their email address in exchange for the content and you grow your email list. We use [Leadpages](#).
- Share your **lead magnet** with [SumoMe's free tools](#) like [Listbuilder](#), [Smart Bar](#) and [Scroll Box](#).
- Release your lead magnet under the **Creative Commons License, Attribution 3.0**. so more people share it.

**REMEMBER:** *Your goal is more than just getting someone to download the lead magnet. The ultimate goal is to make it approachable and easy to action, so people can consume it, action it and make progress.*

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# Lead Magnet Examples

## Web Strategy Planning Template by Bluewire Media

[www.bluewiremedia.com.au/web-strategy-planning-template](http://www.bluewiremedia.com.au/web-strategy-planning-template)



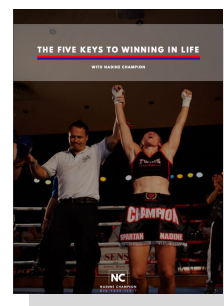
## 80 Public Speaking Tips by David Nihill

[www.7comedyhabits.com/80-free-tips](http://www.7comedyhabits.com/80-free-tips)



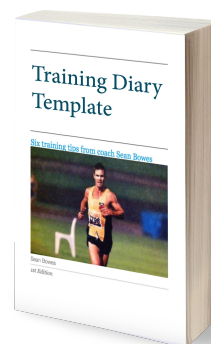
## 5 Keys to Winning In Life by Nadine Champion

[www.nadinechampion.com](http://www.nadinechampion.com)



## Free Training Diary Template by Bowes Fitness

[www.bowesfitness.com](http://www.bowesfitness.com)



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