Your Lead Magnet Checklist

- [ ] Brainstorm ideas
- [ ] Outline & decide **the type**
- [ ] Decide on **the title** (Google effective Lead Magnet titles)
- [ ] Design/Make/Record
- [ ] Upload (Dropbox, Google Cloud etc)
- [ ] Decide on landing page option (which service are you using?)
- [ ] Write your landing page copy
- [ ] Build a landing page using a template
- [ ] Decide on **email service** provider option
- [ ] Create a email **List** (e.g. Branding PDF)
- [ ] Create a form and connect to the list above
- [ ] Check that the form can trigger an 'email send'
- [ ] Create an email containing the link to the lead magnet
- [ ] Embed the form code to your landing page
- [ ] Test the form using an email address on your landing page
- [ ] Check the email delivery (if the download link works)
- [ ] Download your lead magnet and spot any mistakes to fix
- [ ] Create a visual (cover image) for your lead magnet
- [ ] Create a social post (for FB or IG etc) image
- [ ] Write a post to promote your lead magnet
- [ ] Test the whole sequence on more time
- [ ] Share a post
- [ ] Find other wasy to promote

Top Tip!

- If you're not up for any of the items laid out in this checklist look for someone in Fivrr. Find someone that has the highest rating and avoid who has the lowest rate. Make sure you specify exactly what you want (giving them reference - something similar to base on) so that you don't waste time going back and forth.

- Most email service providers offer 'welcome email' sequence. When someone signs up (via the form I mentioned above), the system can trigger an email (which is typically used as Thanks for Joining my List email), You can use that email as your lead magnet delivery as long as you edit it to suit the purpose.

- Make sure that you customise your email account to reflect your brand and remove (if possible) any of the email marketing provider's branding in the body of the email. (e.g. it should have your address not ConvertKit's logo and their address).

- Email marketing platforms recommend the double-opt-in. When you sign-up, you'd often get an email asking you to confirm your email address. That is double-opt-in. With your lead magnet delivery, you want to make sure that your double-opt-in email content matches what the audience signed up for. If I requested a Toolkit PDF, I don't expect the double-opt-in email to say something like 'you're receiving this email because you've joined my prospects' list. (even if that is technically true it looks unprofessional). Personally, I don't use double-opt-in for my lead magnet delivery. People just get the delivery (welcome email) right away.