



Ultimate Lead Magnet Checklist

Define Your Audience

- ☐ Who are you speaking to?
- ☐ What's their biggest pain point or goal?
- ☐ Does your lead magnet solve a specific problem for them?

Choose the Right Format

- ☐ PDF guide or cheat sheet (fast + actionable)
- ☐ Checklist or template (practical + easy to use)
- ☐ Video or mini-course (engaging + high-value)
- ☐ Toolkit, swipe file, or resource list (saves them time)

Craft a Compelling Hook

- ☐ Clear, benefit-driven headline (“Get X Without Y”)
- ☐ Promise one quick win, not everything at once
- ☐ Use simple, relatable language



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Make It Actionable

- ☐ Can they use it within 5–10 minutes?
- ☐ Does it give them a result, not just information?
- ☐ Does it move them one step closer to their bigger goal?

Design for Impact

- ☐ Clean, branded layout (consistent fonts/colours)
- ☐ Mobile-friendly format
- ☐ Easy to skim (bullets, bolding, visuals)

Set Up the Delivery

- ☐ Automated welcome email with instant access
- ☐ Download link or hosted page that works on all devices
- ☐ Add a quick “next step” in your email (e.g. join your group, reply, or check your offer)



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Optimise the Sign-Up Experience

- ☐ Eye-catching landing page or popup
- ☐ Simple form (name + email is enough)
- ☐ Clear call-to-action button (“Get My Free Checklist”)

Test & Improve

- ☐ Try different headlines or CTAs
- ☐ Track conversion rates (sign-ups vs visitors)
- ☐ Update or refresh your lead magnet every few months

Need Help Growing Faster?

Struggling to create a high-converting lead magnet or looking for practical marketing tips that actually move the needle?

We can help.

Email us: hello@7coreinsights.com

🌐 Visit: www.7coreinsights.com