



CREATE A LEAD MAGNET: WORKSHEET

Your BUSINESS Goal	Your LIST Goal
<p>1. List at least 5 problems your customers have</p> <ul style="list-style-type: none"> • • • • • 	<p>2. How do these problems make your your customer feel?</p> <ul style="list-style-type: none"> • • • • •
<p>3. Highlight any of the problems that you can solve quickly & that are relevant to your business goals (ie: align with what you sell, etc).</p> <p>4. Tick any that you already have created content to solve.</p>	
<p>5. What formats would work for your audience? (highlight the top 3)</p>	
<ul style="list-style-type: none"> • eBook • Checklists and templates • Email Course • Challenge (delivered via email) • Video or audio series 	<ul style="list-style-type: none"> • Webinar • Discounts (for eCommerce or Services) • Free Trial (for software or services) • Other:
<p>6. Where will you display the sign-up to this lead magnet?</p>	
<ul style="list-style-type: none"> • • • 	

FOR MY LEAD MAGNET

I will create a:

It will solve the problem of:

It will lead potential customers towards my:



What kind of Lead Magnet should you create?

The type of thing you could offer as a Lead Magnet is limited only by your imagination. But you want to think about things that someone can download and use straight away, AND that you can create once and forget about.

Here's some examples of the type of things that get used as lead magnets:

- eBook
- Checklists and templates
- Email Course
- Challenge (delivered via email)
- Video or audio series
- Webinar
- Discounts (for eCommerce or Services)
- Free Trial (for software or services)

When you're deciding what to create as a Lead Magnet you'll want to think about:

What type of thing would appeal to your potential audience?

Are they always on the go (maybe an audio lead magnet would be good). Are they visual learners (maybe they'd like video). Do they need help taking action or forming habits (then a challenge could be a good option).

What type of thing can you make?

When you're getting started you'll need to keep in mind your own skills and experience. If you have some basic skills in word processing, etc an eBook, a template or checklist might be easier to create and get out there. If you have skills in multimedia maybe you'd be comfortable creating your own audio or video, then great use that.

Also, even if you don't know how to do something (such as editing your own video), don't let that put you off if your audience is crazy for video! You can always learn a new skill yourself, or outsource it to someone else.

Remember your lead magnet should:

1. Solve a need
2. Be relevant to what you offer
3. Give quality
4. Give the what
5. Keep its promises
5. Show off "your awesome"
6. Give without expecting anything back

See more at: nadinemcmahon.com/planning-what-to-create-for-your-first-lead-magnet