



Lead Magnet Essential Checklist

10 Essential Criteria For Creating
An Irresistible Lead Magnet To
Grow Your Email List





10 Essential Criteria For Creating An Irresistible Lead Magnet

1. Instantly attracts the interest of your target audience

2. Helps to solve a problem or struggle your audience faces

3. Your audience is willing to provide their email to access it

4. Looks professionally designed and branded

5. The content is quick and simple to scan, read and digest

6. Does not cause information overload or overwhelm

7. Home printer friendly (low-ink) if intended to be printed

8. Provides value even if your audience does not purchase

9. Leaves your audience wanting more of what you offer

10. Drives the next steps along the purchase journey



Need Some Help? Let's Brainstorm!

Have any questions about this checklist? Or stuck on an irresistible lead magnet idea? Let's jump on a quick call and I'll provide you with personal feedback and advice.

Heather

