

Lead Magnet Creation Checklist

Print off this checklist and tick off each step as you go through the ['Create an Unstoppable Lead Magnet to Attract New Customers'](#) guide on our Talk About Digital Podcast website.

Identifying Your Ideal Customer

- Define who your ideal customer is
- Understand your customer's needs and pain points
- Create a detailed customer persona

Choosing the Right Type of Lead Magnet

- Review popular lead magnet ideas suitable for your business
- Select a lead magnet type that aligns with your audience's needs
- Ensure the chosen lead magnet offers clear and immediate value
- Match the lead magnet with your business capabilities

Creating Your Lead Magnet Content

- Leverage existing knowledge and resources to create content
- Use free or low-cost tools to produce high-quality content
- Keep the content focused, concise, and actionable
- Add practical value to your lead magnet to ensure it's useful

- Craft a compelling title for your lead magnet

Designing Your Lead Magnet

- Choose a simple, cost-effective design tool (e.g., Canva, Google Docs)
- Use templates and customise them with your branding
- Ensure the design is professional and visually appealing
- Include your logo, brand colours, and consistent branding elements
- Convert your lead magnet into a PDF for easy distribution

Setting Up Your Lead Magnet Delivery System

- Create a sign-up form for your lead magnet
- Set up an automated email to deliver the lead magnet
- Decide whether to provide a direct download link or attach the lead magnet to the email
- Test the entire process to ensure smooth delivery
- Choose the best free or low-cost email marketing tool (e.g., Mailchimp, MailerLite)

Promoting Your Lead Magnet

- Add your lead magnet to your website with a dedicated landing page
- Include a link to your lead magnet in your email signature
- Feature your lead magnet in your email newsletter
- Collaborate with other businesses or influencers to promote your lead magnet
- Share your lead magnet in relevant online communities
- Regularly post about your lead magnet on social media
- Use visual content, stories, and reels to promote your lead magnet on social platforms
- Consider running a social media contest to generate buzz
- Utilise paid social media advertising if your budget allows
- Engage with your audience on social media to increase visibility

Measuring Success and Optimising Your Lead Magnet

- Track the conversion rate of your lead magnet's landing page
- Monitor your email open rates and click-through rates
- Check the bounce rate of your landing page
- Assess subscriber engagement with your ongoing content
- Refine your headline and call-to-action (CTA) if conversion rates are low
- Improve your landing page design to reduce bounce rates
- Enhance email subject lines to boost open rates
- Personalise your email content to increase engagement

- Follow up with a nurture sequence to build relationships with new subscribers
- Gather feedback from your audience to identify areas for improvement
- Regularly test and iterate on your lead magnet to optimise results

Maximising the Impact of Your Lead Magnet

- Identify multiple customer pain points to create a series of lead magnets
- Design a logical sequence of lead magnets that build on each other
- Offer different formats to cater to various preferences
- Tailor your lead magnets to different customer segments
- Use lead magnets as part of a sales funnel
- Align each lead magnet with your overall business goals
- Coordinate lead magnets with your content marketing strategy
- Promote lead magnets across multiple channels, including email and social media
- Regularly analyse performance and refine your lead magnets accordingly
- Consider creating seasonal or timely versions of your lead magnet
- Expand your lead magnet collection as your business grows



By using this checklist and following the related guide on the TAD website you will understand how to create an effective and unstoppable lead magnet to grow your email list of the people that you want to do business with, ensuring that your investment on your time is strategically planned out and helps you to achieve the goals you have set yourself to grow your business. After all, there is no point in growing an email list of hundreds of thousands of people if only 1% has the potential to do business with you. Think targeted!

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.