



How To Create And Use Lead Magnets WORKSHEET

DEFINITIONS

Lead Magnet

Core Lead Magnet

Promotional Lead Magnet

Content Upgrade

DECIDING YOUR LEAD MAGNET CONTENT

Answer the following questions:

1. What does my ideal customer avatar need to understand, be aware of, or believe, in order to want or need my service, class, product, or program?

2. What are the most common questions I'm asked when I tell people about my business?

3. What are my avatar's biggest struggles? What problem do they need a solution for?

4. What free content would be an ideal introduction to my work for my ideal avatar?

5. What information would be so valuable that my avatar will say, "I can't believe this is free!"

TOPIC IDEAS FOR MY CORE LEAD MAGNET:

BRAINSTORM YOUR CORE LEAD MAGNET FORMATTING IDEAS:

One Page Of Valuable Information On: _____

Tools List: _____

How-To Guide: _____

Step-By-Step Planner: _____

Assessment: _____

Quiz: _____

Checklist: _____

Review: _____

Tools List: _____

Coupon: _____

Expert Tips: _____

Behind The Scenes: _____

Newsletter: _____

**BRAINSTORM FORMATTING IDEAS FOR PROMOTIONAL LEAD
MAGNETS AND CONTENT UPGRADES:**

My Lead Magnet Ideas To Build My List:

Free Workshop: _____

Challenge: _____

E-book: _____

Workbook: _____

Video: _____

Audio: _____

Webinar: _____

Resource Library: _____

Free Consult: _____