

# The Ultimate Lead Magnet Checklist

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## Create Your Lead Magnet

- 1. Choose a lead magnet type.
- 2. Plan the content of your lead magnet.
- 3. Put your digital materials together.
- 4. Make your lead magnet.
- 5. Go over your lead magnet.

## Evaluate Your Lead Magnet

Your lead magnet should:

- 1. Be specific.
- 2. Deliver desired results.
- 3. Provide instant gratification.
- 4. Establish authority.
- 5. Provide value.

## Promote Your Lead Magnet

- 1. Create your landing page and opt-in page.
- 2. Write your emails.
- 3. Decide on your lead magnet delivery method.
- 4. Incorporate CTAs to your opt-in page on your blog.
- 5. Post social media updates with links to your landing page.
- 6. Take out ads on social media.
- 7. Use a photo of your lead magnet as your social media cover photos.
- 8. Email your subscribers when you have new lead magnets.
- 9. Mention your lead magnet in guest posts.
- 10. Introduce your lead magnet when you create informative content other than blog posts.