

The Ultimate Lead Magnet Worksheet

All successful marketing campaigns start with knowing what your ideal customer wants—and needs.

1. What is your ideal customer currently looking for? What does she want (it) to do?

2. What is stopping her from reaching her next goal? What is she struggling with right now?

3. What is the one thing your ideal customer needs that she hasn't even thought of – but will know the instant she sees it?

4. What topic and goal consumes your ideal customer? What makes them lose track of time when they engage with this topic?

5. What does your ideal customer need to learn or do next?

6. What can you give her that will solve her problem or simplify something that is frustrating her? What can you help her with that is going to move her towards her goal?

7. Look at your existing content, products, and programs. Often the best ideas come from work we've already put passion, work, and care into creating.

- ☐ Is there a product you can give her (either free or at a super-low cost) that others sell at a high price?

- ☐ Is there a product you can re-purpose into the perfect resource to help her address and triumph over her specific problem?

8. How does your proposed gift or tripwire offer fit in with:

- ☐ Your brand message and focus

- ☐ The main product that you want to move her towards purchasing
9. Have you polled your existing subscribers and group members to see how they react to your ideas?
10. Have you determined what you want this gift to do for you?
- ☐ Increase your visibility
 - ☐ Build your reputation
 - ☐ Attract more of the same type of subscribers
 - ☐ Attract a completely new demographic?
11. How does your ideal customer like to learn? What is her learning style?
- ☐ Visual
 - ☐ Aural
 - ☐ Linear-logical (text)
 - ☐ Kinesthetic (learning by doing)
 - ☐ A combination of the above
 - ☐ _____
12. How can you accommodate that learning preference in the delivery and construction of your gift?
- ☐ Mini-course
 - ☐ Book

- ☐ Workbook and worksheets
- ☐ Cheatsheet(s)
- ☐ Tipsheet
- ☐ Resource list or chart
- ☐ Free 1-3 modules of your high-level course
- ☐ Interview with a niche celebrity
- ☐ How-to demonstration
- ☐ Step-by-step book
- ☐ Time-saving resource it would be hard for her to create herself
- ☐ Membership in an exclusive club
 - ☐ As part of a limited number of 'early birds' or beta testers
 - ☐ At a lower tier for free (with an option to upgrade)
 - ☐ Open for a limited time
- ☐ Insider information session on an industry she wants to break into
- ☐ Physical gift
- ☐ Deep discount on your products for a limited time
- ☐ Live Q & A with guest experts
- ☐ Limited spots to become a case study (e.g. get her website overhauled)

☐ Strategy session

☐ _____

13. If you've decided you need to create a completely new lead magnet from scratch, how will you keep the cost down? Save time? Assure top quality?

☐ Outsource its creation

☐ Do it yourself

14. Have you thoroughly proofed and tested your new gift? How did early adopters react to it?

15. Have you set up tracking and set in place a mechanism for collection feedback?

☐ In your email series (asking!)

☐ With a website feedback form and CTA

☐ In social posts and groups

☐ _____

16. Have you documented your process and procedures so you can repeat this highly-successful type of gift easily, again and again?