

Lead Magnet Checklist

TYPE

- | | | |
|-------------------------------------------------|-----------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Audio File | <input type="checkbox"/> Giveaway | <input type="checkbox"/> Slide Show |
| <input type="checkbox"/> Calculator | <input type="checkbox"/> Guide | <input type="checkbox"/> State of the Industry |
| <input type="checkbox"/> Case Study | <input type="checkbox"/> Infographic | <input type="checkbox"/> Summary |
| <input type="checkbox"/> Cheat Sheet | <input type="checkbox"/> Members Area | <input type="checkbox"/> Survey |
| <input type="checkbox"/> Coupon | <input type="checkbox"/> Mind Map | <input type="checkbox"/> Swipe File |
| <input type="checkbox"/> Early Bird Access | <input type="checkbox"/> Newsletter | <input type="checkbox"/> Template |
| <input type="checkbox"/> Ebook | <input type="checkbox"/> Plan | <input type="checkbox"/> Transcript |
| <input type="checkbox"/> Email Course/Challenge | <input type="checkbox"/> Predictions | <input type="checkbox"/> Tutorial |
| <input type="checkbox"/> Event Tickets | <input type="checkbox"/> Quiz | <input type="checkbox"/> Vault/Library |
| <input type="checkbox"/> Facebook Group Access | <input type="checkbox"/> Quote | <input type="checkbox"/> Video |
| <input type="checkbox"/> Free + Shipping | <input type="checkbox"/> Recipe | <input type="checkbox"/> Waiting List |
| <input type="checkbox"/> Free Chapter | <input type="checkbox"/> Replays | <input type="checkbox"/> Web App |
| <input type="checkbox"/> Free Shipping | <input type="checkbox"/> Resources/Tools List | <input type="checkbox"/> Webinar |
| <input type="checkbox"/> Free Trial | <input type="checkbox"/> Roundup | <input type="checkbox"/> Workbook/Worksheet |
| <input type="checkbox"/> Gated Content | <input type="checkbox"/> Script | <input type="checkbox"/> Wallpaper (Desktop or Mobile) |
| <input type="checkbox"/> Generator | <input type="checkbox"/> Slack Group | |

DISPLAY

- | | | |
|-----------------------------------|---------------------------------------|------------------------------------------|
| <input type="checkbox"/> Inline | <input type="checkbox"/> Welcome Mat | <input type="checkbox"/> Footer Bar |
| <input type="checkbox"/> Pop Up | <input type="checkbox"/> Content Lock | <input type="checkbox"/> Side Bar Widget |
| <input type="checkbox"/> Slide In | <input type="checkbox"/> Header Bar | <input type="checkbox"/> Click Pop |

CRITERIA

- | | |
|-------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Immediately Gratifying | <input type="checkbox"/> Demonstrates Expertise |
| <input type="checkbox"/> Has Real Value | <input type="checkbox"/> Targets Dream Customer |

Title

Headline

Audience

Sub Heading