

How to Level-Up Your Lead Magnet

(For text-based lead magnets like checklists & workbooks)



- ☐ Provide incredible value
 - ☐ Aim to educate. Motivate. Help. Or Entertain your ideal customer — Give them a quick win using your LM
- ☐ Add a cover page
 - ☐ Add a stunning cover page to set the tone and look professional right from the beginning
- ☐ Add a welcome msg
 - ☐ Welcome your new subscriber and briefly introduce yourself
- ☐ Brand your LM
 - ☐ Provide a streamlined experience by incorporating your brand elements (name. Logo. Colors, Fonts, images, copy & messaging)
- ☐ Make your pdf fillable
 - ☐ Make it easier for your subscriber To actually use your lm by making It fillable & interactive — add text Boxes, check boxes, buttons, etc.
- ☐ Add a memorable title
 - ☐ Set your LM apart by adding an Interesting and memorable title
- ☐ Use a proper filename
 - ☐ Don't forget to change your file name from "Final_Checklist_3.PDF"
- ☐ Proofread
 - ☐ Proofread to eliminate errors

☐ End with a clear CTA

☐ Tell your subscriber what to do next By adding a clear cta or call-to-action

Make and Share Free Checklists
checkli.com