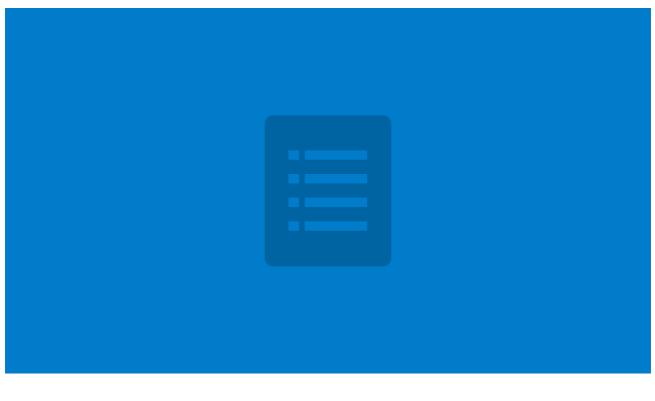
How to Level-Up Your Lead Magnet

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



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

End with a clear CTA
Tell your subscriber what to do next By adding a clear cta or call-to-actio Make and Share Free Checklists
checkli.com