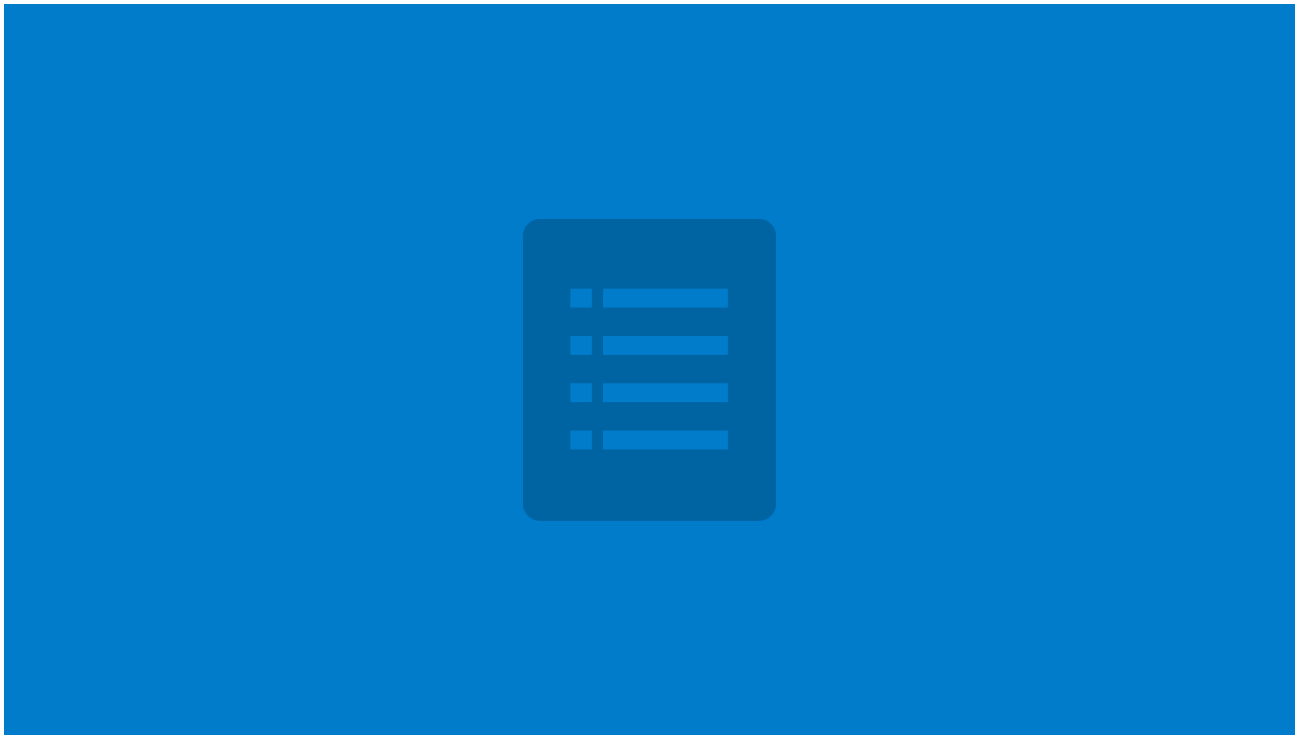
How to Level-Up Your Lead Magnet

(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