

Lead Magnet Checklist: Make a Freebie, In Order

Follow these steps in order to create a free resource that earns email sign-ups.

1. Plan

- ☐ Pick one specific problem your audience wants solved.
- ☐ Choose a format: checklist, template, guide or short video.
- ☐ Write a clear title that states the result.

2. Create

- ☐ Draft the content: short, practical and complete.
- ☐ Design a simple cover and clean layout.
- ☐ Add your name, website and a short bio.

3. Deliver

- ☐ Upload the file and test the download link.
- ☐ Set up the sign-up form and automatic delivery email.
- ☐ Test the full sign-up flow yourself, start to finish.

4. Promote

- ☐ Announce it on your main channel and website.
- ☐ Add the offer to relevant pages and your email signature.
- ☐ Review sign-ups after two weeks and improve the title or format if needed.