

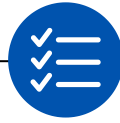


# MEDIA PLUS MOTION



## Lead Magnet Essential Checklist

10 Essential Criteria For  
Creating An Irresistible Lead  
Magnet To Grow Your Email List



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# 10 Essential Criteria For Creating An Irresistible Lead Magnet

1. Does the offer resonate with your target audience?

2. Does it solve a pain point your target faces?

3. Is the content valuable enough for someone to give their email to you to access it?

4. Is the lead magnet professionally designed and on brand?

5. Is the content is quick and simple to scan, read and digest?

6. Is the terminology user friendly?

7. Is the lead magnet mobile optimized?

8. Does it provide value even if a purchase isn't completed?

9. Does it highlight your unique value proposition?

10. Drives the next steps along the purchase journey



# Need Some Help? Let's Brainstorm!

Have any questions about this checklist?  
Or stuck on an irresistible lead magnet idea?

Let's connect!

Schedule your free  
marketing consultation.