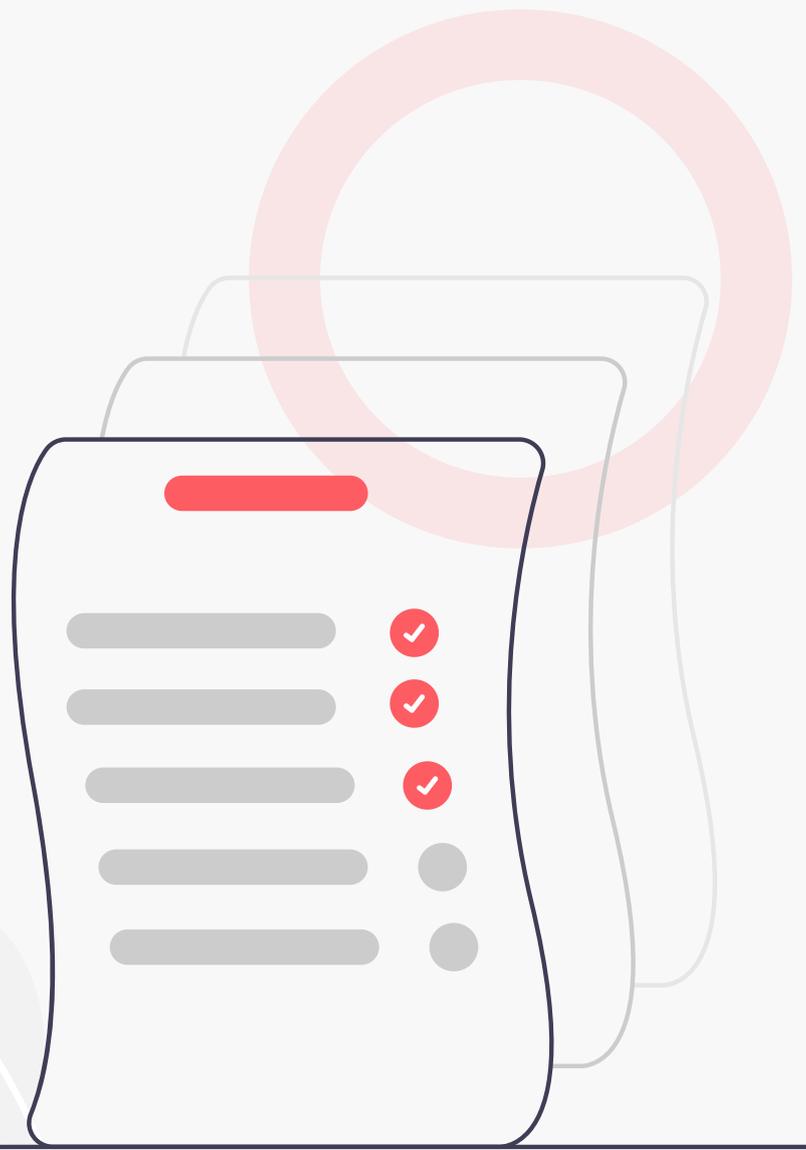
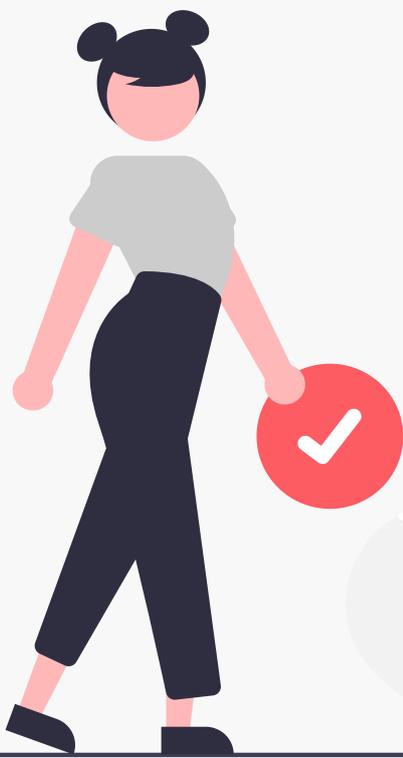


# Lead Magnet Success Cheat Sheet

[bensallai.com](https://bensallai.com)



# Read this **first...**

Hey! 🙌

Thanks for downloading the Lead Magnet Success Cheat Sheet.

This free ebook will guide you through the process of creating a lead magnet that will get you lots and lots of new subscribers on your email list.



If you've read anything from me before, you know there are no theories here. Only strategies that have proven to work for me as well as businesses I've worked with.

You'll find three sections in this book.

The first chapter will take you from brainstorming to creating a top-of-the-game lead magnet.

The second reveals the art of crafting benefit-rich, attention-grabbing titles for your lead magnet.

Lastly, you'll get a checklist that you can use every time you create a lead magnet to ensure that it will be a success.

As always, I'm excited to have you here and I wish you the best of luck creating a truly magnetic piece of content that your audience will love.

Yours truly for bigger lists and (always!) more revenue,

*Ben Sallai*

# How to Assemble a High-Converting Lead Magnet

## STEP 1

### WHAT

Research your audience.

### WHY

To get a good understanding of their desires and problems, so you can create a lead magnet that resonates with them.

### WHEN

Before assembling your lead magnet.

- 1 - Create your ideal customer avatar
- 2 - Find their four primal motivations
  - Pains
  - Desires
  - Needs
  - Wants
- 3 - Identify their stage of awareness
  - Unaware
  - Problem aware
  - Solution aware
  - Product aware
  - Most aware
- 4 - Identify their market sophistication
- 5 - Study your competitors and their lead magnets
- 6 - Find what influence your audience
  - Public figures
  - Magazines
  - Books
  - Podcasts and videos
- 7 - Find your audience's most burning questions
  - Reddit
  - Youtube
  - Social media groups and communities
  - Quora
  - Comment sections on blogs

# How to Assemble a High-Converting Lead Magnet

## STEP 2

### WHAT

Brainstorm your offer and craft your lead magnet.

### WHY

To offer a quick, relevant solution for your audience's problems in exchange for their email address.

### WHEN

Before and during the assembly of your lead magnet.

- 1 - Select a specific problem your lead magnet will help with
- 2 - Find a suitable format for delivering your lead magnet (here are [43 Lead Magnet Ideas](#) which you can also find inside the [List Builder's Vault](#))
- 3 - Write 5-10 headlines using the information from your research (find proven formulas inside the [15 Opt-in Boosting Hacks](#) ebook)
- 4 - Pick the strongest headline (you also ask your friends, co-workers or even [shoot me an email](#) if you need help picking a winner)
- 5 - Write 5-10 bullet points that tease the benefits of the content of your lead magnet ([here's a brief guide on how to write bullets](#) from one of the world's best copywriters)
- 6 - Pick the best 3-4 bullets that you're going to use
- 7 - Collect proof elements (testimonials, "as seen on" badges, everything that proves that you know what you're talking about and your lead magnet is indeed valuable)
- 8 - Write a list of objections why someone wouldn't download your lead magnet, then write a response for each (use this in your copy on your website to handle objections)
- 9 - Use [this guide](#) to design your lead magnet in Canva including the cover design and closing page

# How to Assemble a High-Converting Lead Magnet

## STEP 3

### WHAT

Optimize your lead magnet for conversions.

### WHY

To get the highest possible amount of visitors to opt-in for your lead magnet.

### WHEN

After creating your lead magnet.

This chapter will be short. Everything you need to know to get the most amount of subscribers using high-converting opt-in forms can be found in two posts and one short ebook I made.

- 1 - Use [this guide](#) to learn where and how you should add opt-in forms to get as many subscribers as possible
- 2 - If you don't see the results you're hoping for (regardless of this lead magnet) [this post](#) will help you identify common issues and tells you exactly how to fix them
- 3 - Use the [15 Opt-in Boosting Hacks](#) to quickly lift your conversion rates (you can also find this in the [List Builder's Vault](#))

# How to Create an Irresistible Title for Your Lead Magnet

You don't need to be a world-class copywriter to craft a powerful title for your lead magnet.

Here are a couple of principles to keep in mind.

1 - A good lead magnet title should weigh on self-interest, curiosity and provide a "quick, and easy" solution with self-interest being the most important quality

2 - The offer you've created should be the best base for inspiration for your lead magnet title.

3 - Digits work, especially if you use them at the beginning of the title (ie. "10 Secrets to Get [Result] without [Pain Point])

4 - Make an ambitious promise in the title (but make sure you can deliver on this promise)

5 - Create urgency, but be ethical

6 - Call out your audience

7 - Be direct about what your lead magnet does

The next pages in this ebook are simplified to make it print-friendly.



This way you can use the checklist as intended and tick the boxes as you go through the process.

# Lead Magnet Success Checklist

- Did you identify your ideal customer who your lead magnet will be created for?
- Do know their primal motivations (pains, desires, needs, wants)?
- Did you research their stage of awareness?
- Did you identify their market sophistication?
- Did you study your competitors?
- Do know what and who influences your audience?
- Do you know what questions and problems they talk about?
- Did you choose a specific problem your lead magnet will solve?
- Did you pick a lead magnet format that works for your offer?
- Did you write and choose the strongest headline you can come up with?
- Does your headline grab immediate attention?
- Do your bullets arouse curiosity without giving away too much of the content?
- Did you collect proof elements?
- Do you know why your visitors would say no to opt-in?
- Do you have a list of answers to handle these objections?
- Did you check the opt-in best practices to get the most conversions humanly possible?
- After creating the lead magnet, the copy, opt-in forms, and everything -- would YOU opt-in, and find this lead magnet so good that you'd tell your friends about it?