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IM CHECKLIST AI • FREE STARTER CHECKLIST

The Lead Magnet Creation Checklist

A lead magnet is the trade at the heart of list building: you give something genuinely useful, they give you permission to email them. The best lead magnets are small, specific and solve one problem fast. This checklist helps you build one that actually converts, without spending a month writing an ebook nobody reads.

Project: _____ Date: _____

Part 1 - Pick The Right Idea

- ☐ 1 **Choose one specific problem your ideal person wants solved now.**
Narrow and urgent beats broad and nice-to-have every time.
- ☐ 2 **Pick a format that solves it fastest: checklist, template, or short guide.**
The goal is a quick win, not a course. Save depth for the paid offer.
- ☐ 3 **Make sure it naturally leads toward what you sell.**
A lead magnet that attracts the wrong people grows the wrong list.

Part 2 - Create It

- ☐ 4 **Draft the content and cut anything that is not essential.**
If it can be a one-page checklist, do not make it a twenty-page report.
- ☐ 5 **Design it cleanly with your name and a link back to your offer.**
Every asset you give away should quietly point home.
- ☐ 6 **Export it as a PDF so anyone can open it on any device.**
PDF is universal. Fancy formats create friction and support emails.

Part 3 - Put It To Work

- ☐ 7 **Connect it to your sign-up form for automatic delivery.**
Manual delivery does not scale and always breaks at the worst time.
- ☐ 8 **Write a sign-up page that makes the promise clear.**
Sell the outcome of the gift, not the gift itself.
- ☐ 9 **Promote it in your bio, posts and anywhere people find you.**
A great lead magnet nobody sees still grows nothing.

PRO TIPS

- The checklist you are reading right now is a lead magnet. Notice how it works.
- One strong lead magnet beats five weak ones. Perfect one before making the next.
- IM Checklist AI members can rebrand any of 1,500-plus checklists into their own lead magnets with full rights.

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Want all 1,536 checklists?

This is 1 of 84 volumes. Unlock every checklist, in every format, with Full Private Label Rights.

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