

Flagship Content / Lead Magnet Checklist

Your lead magnet (aka flagship content) should:

- Be **concise** (ideally 1-2 pages)
- Be **approachable** and **easy to consume** (eg templates or tools)
- Be so **valuable** people would pay you for it (if you asked them)
- Give the recipient a **little win** or progress towards achieving a goal or solving a problem
- Be something you already share with prospects or clients 1-on-1.
- Have your contact details on it (eg website, contact details...)

More advanced tips:

- Create a **3D icon** for you lead magnet
- Put your **flagship content / lead magnet** on a **landing page** where people provide their email address in exchange for the content and you grow your email list. We use [Leadpages](#).
- Offer your flagship content to LinkedIn connections and share on social media.
- Share your **lead magnet** with [Sumo's free tools](#) like [Listbuilder](#), [Smart Bar](#) and [Scroll Box](#).
- Release your lead magnet under the **Creative Commons License, Attribution 3.0**. so more people share it.

REMEMBER: *Your goal is more than just getting someone to download the lead magnet. The ultimate goal is for your ideal prospect to consume it, action it and make progress.*

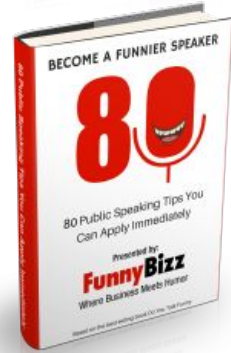
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Flagship Content / Lead Magnet Examples

Web Strategy Planning Template by Bluewire Media

www.bluewiremedia.com.au/web-strategy-planning-template

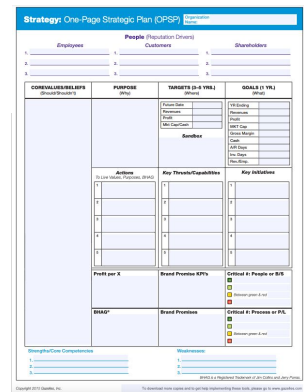


80 Public Speaking Tips by David Nihill

<https://davidnihill.com/80tipsguide/>

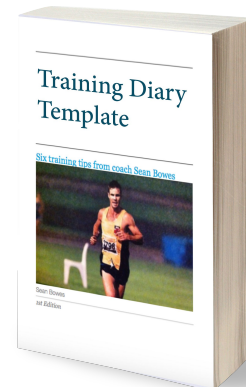
One Page Strategic Plan by Verne Harnish

<https://info.growthinstitute.com/su-mini-series/one-page-strategic-plan>



30 Days To 10K by Bowes Fitness

<http://bowesfitness.com/30-days-to-10k>



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