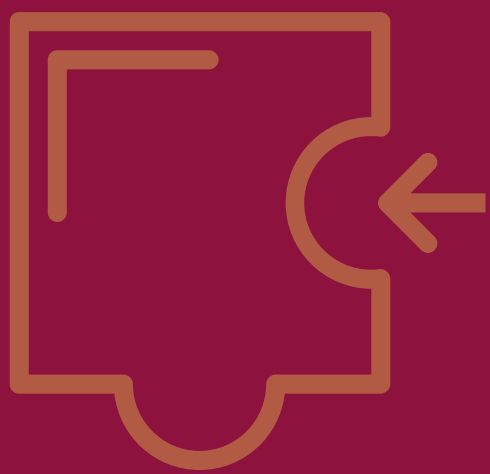


Symbiotic Ascension System

3 Steps To A Killer Lead Magnet

(And Leads That Will Last)



Action Guide & Checklist

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Action Guide & Checklist

Level 1 of The Bulletproof Funnel Framework is all about ensuring you have strong foundations in place to help develop the trust and relevancy needed to build a loyal customer base that will last.

A cold customer doesn't know you, so they've no reason to particularly trust you, which means: it's not the optimal time to push your Core Product. So, instead of going for a 'hard-sell', the relationship should begin more naturally by offering something of value in advance - for free (well, almost - we do want their email address).

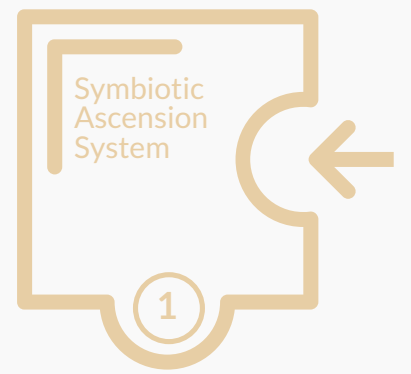
It should also be something that can provide a quick fix to an important problem. It should be something that educates on what needs to be done or (to **some degree**) **how to do it. It is something - for obvious reasons - called a Lead Magnet.**

This is your first tangible transaction with your new lead - don't make it your last. Make sure it provides an insight to your process; make sure it's easily consumable; and make sure it's a logical first base on the journey to your Core Product (and puts you on track for a higher conversion rate down the line).

Your Killer Lead Magnet is the one that ticks the most boxes, and Step 3 is a points-based checklist designed to help you figure that out, but first, let's begin with...



Step 1:



Consider the following questions, and record your thoughts for future reference. The intention here is to get you thinking, but the answers will also be really useful when it comes to developing your Value Proposition ([Level 1.5](#)) and Squeeze Page Copy ([Level 2.3](#)) a little further down the line.

Refer to your Customer Avatar if you have one. If not, make your best guess to avoid getting stuck, but also check out: [Level 1.4: Customer Avatar](#), for some more guidance before finalising here.

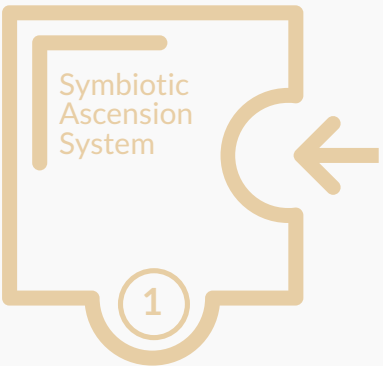
Stage of awareness: where's their head at?

- ☐ Unaware they have a problem
- ☐ Aware of the problem, but not a solution
- ☐ Aware of the problem, and potential solutions (but not your solution)

Stage of awareness in mind: what information/education/tools would your lead need to get them to a place of greater awareness?

What concepts/ideas/strategies will you need to introduce and educate them on to get them ready for your solution/process?

Step 2:



Take a look at your Core Product (not clear on your Core Product yet? [Click here](#)).

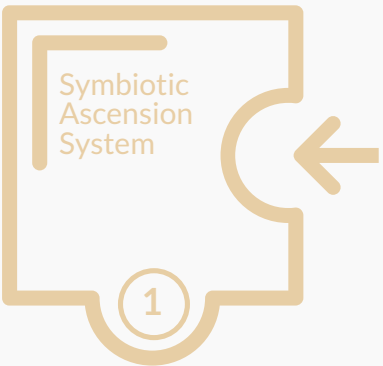
Are there any important aspects, features, parts, processes, tools, checklists or templates that you could extract for quick consumption, and could also help demonstrate your process (or part of)? List your options and then prioritise.

For each idea, list at least one problem (the before) it can fix, and it's tangible outcomes (the after).

Before	After



Bonus Points



What are the potential ‘Aha’ moments for your lead?

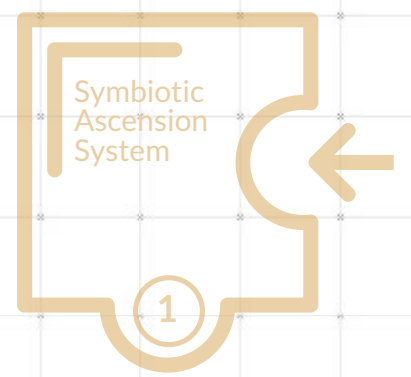
Which of your Lead Magnet ideas can deliver the most value relative to resources they will take to produce?

Based on your answers, re-sort your list strongest to weakest:

Then simply, put each through the following checklist...



Step 3: Checklist



No need to tick absolutely everything off, but the points (in brackets) will help you compare the relative strengths of each Lead Magnet idea.

- ☐ Demonstrates or communicates your process (3)
- ☐ Relates to, or is part of your Core Product (3)
- ☐ A logical first step towards your Tripwire or Core Product (3)
- ☐ Correlated to audience objectives & other content you can provide (3)
- ☐ Can be consumed or actioned relatively quickly (2)
- ☐ Offers a specific solution to a specific problem (2)
- ☐ Moves the relationship; builds trust, credibility, authority (2)
- ☐ Educates (2)
- ☐ Inspires & motivates actual action (2)
- ☐ Introduces something new and gives food for thought (2)
- ☐ Helps envision a better situation/future/transformation (2)
- ☐ Design gives sense of quality and credibility (1)
- ☐ Delivers on a promise (1)
- ☐ Provides a shortcut or quick win (1)
- ☐ Has a compelling benefit or solution orientated title (1)
- ☐ Unique & interesting (1)
- ☐ Provides an “Aha” moment (1)
- ☐ Good value relative to resources required to produce (1)

If any of your ideas score more than 20 points, you're probably onto something good. Any with less than 15, look for improvement or reconsider them. If any score less than 10 points, you should probably scrap them. Choose your strongest and you're good to go.

However, keep in mind: you can create multiple Lead Magnets related to one Core Product and if you have enough strong ideas here, you should work towards that so you can test them out in the wild and see which perform best - which is what counts in the end. But...

Don't let this hold you up! Get at least one completed so you can move on to the next step.



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Not convinced?

It's a good idea to put as many ideas as you can through this process so you can test for the best candidate. You can then save each idea as a separate PDF enabling you to easily come back, review and adapt at a later time if necessary or specifically once you have your [Avatar](#) & [Value Proposition](#) done.

Are you good?

Ensure you [sign up to our mailing list](#) so we can send you details of all the following Level 1 Checklists, Workbooks and Templates or...

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