

# Lead Magnet Go-Live Checklist



**17** point guide to ensuring your next eBook, Guide, Report or Checklist is launched on time and on budget



# Well done on creating your lead magnet!

It's no small feat. But it's only a small part of starting to generate leads.

There are a lot of important things you need to do to get your lead magnet ready for launch. From sorting all the forms and web pages, to writing the promotional posts, there's a lot to think about, plan, and do.

This checklist is designed to step you through all those things - to make sure nothing is missed along the way (and you're not chugging coffee at midnight writing an email sequence just to meet your go-live deadline).

## Using this checklist

- When I talk about a lead magnet, I'm talking about a piece of valuable content that you provide in exchange for contact information such as name and email. For example, an eBook, guide, report, whitepaper, or checklist (like this one!).
- This checklist assumes you've already created your lead magnet. If not, get help from a professional content writer ([hey there!](#)).
- Items with an asterisk \* mean they need copy to go with them. It's important that all your copy has the same tone of voice and brand messages throughout.
- If you use a management tool like Asana or Monday, copy these tasks in and create a template. That way you can share the workload around, and re-use this every time you create a lead magnet.

Good luck! See you on the other side of your launch!

*Clare*



Clare Hastings  
**Write My Content**

# Graphics

Don't be tempted to cut corners on your lead magnet design. Make it look professional so it reflects on your brand and the hard work you've put into creating it. As well as getting your actual lead magnet designed, there are some other graphics you'll need.

- Call to Action (CTA) graphics:** These are embedded in blog posts and on web pages to drive sign-ups to your lead magnet. [Here are some CTA ideas.](#)
- Images for landing page:** It's a good idea to include a cover image on your landing page. You might also want to include a few of the inside pages to give a sneak peek at what they're going to download. Check out these [excellent examples of landing pages](#) to get your ideas flowing.
- Web banner:** If you have a promo section or banner slider on your homepage.
- Social sharing image:** This is the image that's attached to your landing page and will appear whenever someone shares it on social media. Check out this [guide to social media image sizes](#) if you're not sure how big these should be.
- Graphics for paid social posts:** If you plan on running paid social campaigns, you'll need to create graphics for these. It's a good idea to create 2 - 3 variations so that you can rotate and test them.



**Hot Tip:** If you use a graphic designer for the lead magnet but want to create the other graphics in-house, ask for an image of the cover of your lead magnet. That way you can use it for your CTAs and social sharing images.

# Web Pages and Email Sequences

Once you have your graphics in hand, you'll need to set up all the technical bits and pieces to deliver your lead magnet to your customers. Often your web team or a good VA can handle the technical elements of this, but you'll need to provide the copy and images.

**Note:** these should be done in this order. For example, you'll need to create the form before you can create the landing page.

- Upload your lead magnet to your website.**
- Create a form to capture details:** As a minimum make sure you are capturing first name and email address.
- \*Create your landing page:** This is where your form is housed. Don't forget to optimise it for SEO so people can find it on Google. Here are [the key places to put your keywords](#).
- \*Create a thank you page:** This is where people go once they've filled out the form on your landing page (unless you opt for an in-line message). Remember you want to keep people engaged so give them more relevant content to read. Don't make it a dead end.
- \*Confirmation email:** This is optional, but a double opt in email is generally recommended over instant download to validate email addresses. This can be a simple "thank you for downloading, here's your download" type thing, or you can include details of what your company does for more of a salesy approach (but remember to keep it to a "soft sell" at this stage).
- \*Post-download email nurture sequence:** The idea is to lead people from downloading your lead magnet to buying your product or service. A simple three step email sequence works well, but you can make this longer, especially if you have a higher price point.



**Hot Tip:** Test your form with some colleagues and external email addresses to make sure your sequence is working well.

- Give them a list of all the things they should experience - is there anything missing?
- Are there any dead ends?
- Are there any typos or grammar mistakes?
- Does it feel like you are dealing with the same brand throughout the process?

# Promotional Material

How you're going to drive people to your landing page will depend on your marketing channels and where your customers are. Here are some ideas to get you started.

- \*Create an email teaser campaign:** Create one version for current clients and one for prospects. Let them know you created this awesome resource for them and how it's going to solve their problems. And if you have a newsletter, be sure to include it in here.
- \*Blog posts:** I suggest at least three to six blog posts on topics related to your lead magnet. It's also a good idea to do some guest blog posts that have a link back to your landing page. This will help grow your email list by exposing it to people outside your ecosystem.
- \*Organic social media posts:** Create five to ten variations to be used across your corporate and internal people's social accounts. Aim for a mix of formats, such as long-form posts, graphics, videos, carousels, and stories.
- \*Paid social posts:** These are a good way to increase downloads from outside your network.
- Add CTAs to webpages:** Add your CTA graphics from any webpages that relate to this. For example, if you have employee engagement software and you've just created a lead magnet on how to engage employees through a reward program, add a CTA graphic to this page to promote it.
- Add CTAs to any older blog posts that relate to this lead magnet.**
- Add a web banner to the promo section on your homepage.**



**Hot Tip:** Don't re-invent the wheel. Re-purpose some content from your lead magnet for your blog posts. Just don't give away the whole thing or no-one will download it!  
**Bonus Hot Tip:** There are lots of ways to repurpose your lead magnet beyond blog posts. [Here are 29 content repurposing ideas to get you started.](#)

***Congratulations! You're now ready to launch your checklist.  
Go forth and capture leads.***

# Do you have a clear path from download to purchase?

All the items marked with an asterisk \* in this checklist need copy. Think about what happens when these are written by different people.

- ☹️ Your landing page copy is written by the marketing team
- ☹️ Your Facebook ads are written by an agency
- ☹️ And your confirmation email is written by Dave from IT

It's almost impossible to achieve a consistent tone of voice, ensure your messages are on-point, and provide a clear path to purchase.

## I Can Help

Hi, I'm Clare (that's me down there).

I have a degree in journalism and over ten years' experience in marketing. During that time, I've worked with lots of brands and seen what works and what doesn't when it comes to driving leads.

I can map out your end-to-end lead magnet journey - from promotion to download to purchase - and write clear, on-brand copy with clear calls to action.



Clare Hastings  
**Write My Content**

## Let's chat!

- ✓ Get a tailored plan to lead your customers from download to purchase
- ✓ All copy written to your tone of voice and in-line with your brand messages
- ✓ Extensive referral network: If I can't help, I'll refer you to someone who can
- ✓ Packages to suit a range of budgets

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