



BASKETBALL BUSINESS

Your Shooting Performance

Lead Magnet Checklist

Checklist For Creating Your First Lead

**Magnet to increase the number of clients you
are attracting to your offers**

[Send it now](#)

Your data never be shared to third part Companies!

LEAD MAGNET WORKSHEET & CHECKLIST

Your Lead Magnet needs to be super specific and relevant to the athlete you want to serve, as the performance of your Lead Magnet (along with the rest of your marketing) will improve the moment you *identify* your dream client and build something SPECIFICALLY for them.

Your Lead Magnet's ability to generate new leads for you over and over for years to come will be directly tied to the guarantee you make to prospective leads.

Make them a guarantee by asking yourself these questions:

- What are their concerns? Their fears? Their desires?
- What problems do they have and how can you fix it with your guarantee?
- What VALUE will you give them in exchange for their contact information?

Remember, this is still a *transaction*. You give them value and they give you contact information. More importantly, this is your FIRST transaction with this prospect. Over-deliver and make it a great one!

LEAD MAGNET TITLE: _____

DESCRIBE LEAD MAGNET GUARANTEE BELOW:

- | | |
|--|---|
| <input type="checkbox"/> Cheat Sheet/Handout | <input type="checkbox"/> Report/Guide |
| <input type="checkbox"/> Video Training/Workout | <input type="checkbox"/> Quiz/Survey |
| <input type="checkbox"/> Free Evaluation/Session | <input type="checkbox"/> Online Training Trial |
| <input type="checkbox"/> Report/Guide | <input type="checkbox"/> Discount/Special Offer |

LEAD MAGNET WORKSHEET & CHECKLIST

- Super Specific:** Lead magnets should NEVER be broad or unclear. They must offer a specific solution to a specific problem your potential client has.
- The Main Thing:** Most people want the one fix all solution to their problem. So it's more effective to make and provide one *main* guarantee instead of a lot of small ones.
- Speak to Their Desired Result:** What does your dream athlete *REALLY* want? If you can figure that out and offer a lead magnet that guarantees it, they'll excitedly give you their contact information (and attention) in return. (**TIP:** Only talk about the screw...not the screwdriver.)
- Changes the relationship:** Effective lead magnets will do more than educate...they actually change the state and mindset of your prospect so they're excited to engage with your company in the future.
- High Perceived Value:** Yes, it's *free*, but that doesn't mean it should LOOK free. Use pro photos and design to establish real currency value for your lead magnet in the mind of your athlete.
- Fast Consumption:** You don't want your lead magnet to be a barricade in your sales funnel, ideally it should be able to be consumed in 5-10 minutes or less. (avoid email courses or long ebooks that take days to read. Save that for paid products.)