

Mega Lead Magnet Checklist

Your Entire 30-Day Bootcamp Wrapped into One Fast-Action Guide

1. Offer Alignment

- My lead magnet directly connects to a paid offer or monetization path
- It solves a real, immediate problem for my ideal subscriber
- It naturally leads to a next step that generates revenue

2. Audience Relevance

- I've researched what my audience truly wants to opt in for
- I've picked a topic that resonates with their current pain point or desire
- I avoided guessing—used real language, feedback, or niche examples

3. Lead Magnet Structure

- I chose the right format (checklist, cheatsheet, toolkit, video, etc.)
- It can be consumed quickly but still delivers tangible value
- The content is simple, actionable, and designed for fast wins

4. Hook and Messaging

- I created a title and hook that promise a clear outcome
- I used AI or swipe inspiration to test and improve my angle

- My magnet feels specific, not generic, and stands out from similar offers

5. Opt-In Page Optimization

- My headline is benefit-led and compelling
- Bullet points are outcome-focused and skimmable
- There's one clear CTA — no clutter, no distractions
- The form is short and mobile-friendly

6. Instant Delivery Setup

- My magnet is hosted or accessible via a working link
- My delivery email reinforces value and thanks them personally
- I added a light intro to my world (without selling too hard)

7. Nurture Sequence Prepared

- I mapped out 3–5 emails to follow the opt-in
- Each email builds trust and leads toward my offer
- I included social proof, bonus tips, and a personal voice
- I avoided info-dumping or pitch overload

8. Personalization & Segmentation

- I tagged or segmented subscribers based on interest or entry point
- I used smart tags or questions to tailor future emails
- I know which lead magnets match which list segments

9. Visibility & Promotion

- I created a few social posts, reels, or videos to promote the magnet
- I used angles like curiosity, pain point, or insider tip to hook attention
- I shared it multiple times—not just once
- I tested placement in bios, menus, banners, or pinned content

10. List Management & Tracking

- I've set up basic tracking to monitor opt-ins and conversions
- I review performance monthly and retire magnets that underperform
- I clean inactive subscribers periodically to protect deliverability
- I revisit magnet content quarterly to ensure relevance

11. Bonus Strategy

- I've added a bonus or upgrade option to boost perceived value
- It complements the original magnet without adding overwhelm
- I use bonuses to pre-frame the paid offer or next step

12. Repurposing & Expansion

- I've reused parts of the magnet in blog posts, lives, or courses
- I created spinoff magnets for different audience segments
- I've used AI to speed up new magnet creation from proven parts

If you have any questions about Lead Magnets, shoot me an email!

We have a surprise for you at [This very spot](#)..
Just click the link.

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