



Create a Lead Magnet That Works - Content Outline Template

Lead Magnet Offer Outline

Company Name:	Your Company Name
Who are your prospective customers?	What market do you serve? B2B? B2C? Size of org? Enterprise or SMB What industry do they belong to?
Describe the profile of the typical decision-maker you interact with. <ul style="list-style-type: none"> • Position • Needs • Goals • Challenges • Team • Demographics: Age, Time in role, Education, Skills, Gender 	<p>Understanding your audience will ensure that your lead magnet messaging connects and communicates appropriately.</p> <p>By sharing this information in an outline, you will have a much better chance of creating copy and design for your lead magnet that gets the results you are looking for.</p>
Why do customers come looking for your product or service?	What is the initial pain point they have (sometimes called 'acute pain') when they begin to look for a solution like yours?
What pain does your product or service solve for your customers?	This is VERY important if you are designing a Top of Funnel lead magnet. Remember, a Top of Funnel (TOF) lead magnet needs to connect to their pain and provide helpful content for that pain.
How have they tried to solve their problem before coming to you?	Answering this question helps uncover indirect competitors for your solution.
Why does your product or service work better than other solutions your prospects have tried?	This is valuable as you are designing a Middle of Funnel lead magnet. This comes AFTER your prospect is problem aware and you are introducing your solution. Do not start here.
Tone:	Formal or casual? Do your customers want to be treated like a human first or do they want a strictly professional tone?



<p>Key Takeaways: (Topics to Cover / Questions to Answer)</p> <p>It's helpful to break out your lead magnet content into 3-5 main key takeaways.</p> <p>This will help you stay on track as you write the content and go the extra mile to ensure the lead magnet content you are developing adds value for your buyer.</p>	<p>Questions to answer as part of the outline</p> <ul style="list-style-type: none"> • What are the 3-5 key takeaways your audience would find helpful or valuable as they are looking for information about their problem? • What strategies or tactics can you provide to help your audience solve pain? • How do you want to deliver this message? Blog article? Video? Podcast?
<p>Content Resources</p>	<p>If you have articles or tools that you used to research your lead magnet content that will help your buyer, list them here and include them in the content.</p> <p>Buyers love to see what other references are out there and if you are recommending it, it just further establishes you as an expert.</p>
<p>Competitive Examples and/or Resources:</p>	<ul style="list-style-type: none"> • Neil Patel - How to get Traffic Fast - Get your first 1,000 website visitors - so easy to digest - it's a 6 minute video. But, not really a step-by-step • Marketing Made Easy - I really like her value add content on the blog and her actionable takeaways • Specifically on Amy's site: The List Building Masterclass • Buzzsprout - How to start a podcast - love the simple approach and 8 part series for an SEO term. Could be cool to do something similar for our "Build your own Go To Market"
<p>Lead Magnet Content Title</p>	<ul style="list-style-type: none"> • Come up with 5-10 headlines that you think will appeal to your audience. • Use FREE tools like CoSchedule's Headline Analyzer to get ideas for good headlines • Ask your sales team or trusted members of your staff to pick the best ones. You can set up a Google Form for free to get feedback and track results.
<p>Deadlines</p>	<p>Whether you are going to write the content yourself or pass it along to someone else to write, it's important to set deadlines. This will keep you accountable to finishing the work.</p>



The worst piece of lead magnet content is **UNFINISHED** lead magnet content. You are going for a quality piece of work but perfect is your enemy. If you are waiting for it to be perfect, the odds are that you will not publish anything.

Pro Tip: Set up different deadlines for copy, design, review, edits, and implementation onto digital hosting solution.

