

INTEREST IDENTIFIER CONTENT CHECKLIST

6 Part Breakdown of The Content Structure in a Great Lead Magnet



- Title/Name:** This Is A Unique Mechanism (A Thing) Not A Promise, Instructions, or a Marketing Headline. Example would be "The Ultimate Webinar Template"
- Hook/Promise:** This should promise a result without the pain or objections. Make it as unique, specific and measurable as possible.
- Authority Intro:** Inside the giveaway you'll have a brief intro. Tell them what you do. Use your hero's journey story & possibly Social Proof or credentials to create authority. Set up the content.
- Content:** Deliver the actual content promises in the most organized and consumable and easy to understand fashion you can.
- Outro:** Thanks them, creates a small void. Make's some sort of promise of further benefit (Likely BIG Promise) and leads logically to next step
- Call To Action:** Clickable Button To Next Step