Affiliate Profit Formula

LEAD MAGNET CHECKLIST

- [ ] MAKE IT CLEAR AND CONCISE WITH ONE OBJECTIVE
- [ ] MAKE IT EASY TO UNDERSTAND
- [ ] HAVE A BENEFIT DRIVEN COMPELLING HEADLINE
- [ ] KEEP CALL TO ACTION BUTTON VISIBLE WITHOUT SCROLLING
- [ ] HAVE A CONTRASTING COLOUR ON CALL TO ACTION BUTTON
- [ ] MAKE BUTTON TEXT PERSONAL (NOT JUST CLICK HERE)
- [ ] LIMIT MENU OPTIONS TO AVOID PEOPLE CLICKING AWAY
- [ ] ADD VISUAL CLUES (SUCH AS ARROW TO OPTIN FORM)
- [ ] ADD IMAGES
- [ ] LIMIT OPTIN FIELDS EMAIL AND NAME WORK WELL
- [ ] KEEP BRANDING ON POINT
- [ ] ADD SOCIAL SHARING BUTTONS
- [ ] ADD TESTIMONIALS FOR SOCIAL PROOF
- [ ] USE BRAND INFORMATION

Always test and tweak your lead magnets as some will perform better or worst with certain elements depending on the niche and free gift you're giving away

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