



LESSON TWO WORKSHEET

# EMAIL LIST GROWTH BLUEPRINT

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Choosing a format for your lead magnet





## LESSON TWO WORKSHEET

# Choosing a format for your lead magnet

## Lesson summary

In lesson two, you learned about the different lead magnet formats and how to choose the right format for you. Here are the six lead magnet formats discussed in this lesson and their advantages and disadvantages:

### 1. The guide or ebook.

A guide or ebook provides detailed information on a specific topic. The more comprehensive and informative the content in the guide or ebook, the more valuable it becomes to your audience. You can even repurpose a few blog posts about a similar topic by combining them into a guide.

- **Advantages:** Because a guide or ebook is typically long form content, it may seem highly valuable to your audience. Also, it's pretty easy to spin up a short guide or ebook in an hour or two with just a Google Doc.
- **Disadvantages:** If you don't like to write, a guide or ebook can be overwhelming to create. Also, your audience may find a long guide or ebook overwhelming or boring.



2. **The checklist.**

The checklist is perfect for longer form content that can be broken down into individual action items. The checklist is easy-to-digest and can be as simple as a how-to or step-by-step list.

- **Advantages:** The checklist is easy to create, and your audience can easily digest the information.
- **Disadvantages:** May not seem valuable to your audience if they'd like comprehensive, detailed information about a topic.

3. **The explainer video.**

An explainer video is a short video that provides step-by-step instruction on a narrow topic. If your audience are visual learners, this is a great format.

- **Advantages:** If you don't like to write, you may prefer to create a video lead magnet. Visual learners will love video.
- **Disadvantages:** While you don't need expensive equipment to create great videos, good lighting and a good camera will make your video look more polished. This can be a challenge for newbies.

*Note: For this course, we are recommending choosing a written format for your lead magnet, not a video, so that you can more quickly and easily create your lead magnet.*



4. **The online event.**

An online event is a workshop, webinar or demo that you invite your audience to in exchange for their email address.

- **Advantages:** Build deep connections with your audience that can lead to increased sales.
- **Disadvantages:** You need a webinar or live event platform to host an online event. These platforms can be costly. Also, creating a slide deck and prepping for your presentation can be time consuming.

*Note: For this course, we are recommending choosing a written format for your lead magnet, not an online event, so that you can more quickly and easily create your lead magnet.*

5. **The discount or coupon.**

The discount or coupon is perfect for retailers and ecommerce businesses, and you can create it in minutes. Offering a discount on your product or service is an effective way to get people to try it.

- **Advantages:** This is probably the easiest lead magnet to create. It can encourage more people to purchase.
- **Disadvantages:** Not everyone can offer a discount or coupon on their product or service. If someone isn't ready to purchase, this isn't a good incentive for them.



6. **The course.**

Courses teach people about a certain topic. You can create a written or video course. One of the easiest courses to create is an email marketing course.

- **Advantages:** People often find courses very attractive and are more willing to join your email list for them, because they consider them high value.
- **Disadvantages:** Courses can be time consuming to create.

When choosing among the six formats described above, consider these three things:

1. What will your audience like most?
2. What format makes sense for you considering your time restraints and skills?
3. What are other brands or your competitors doing? Check out the lead magnet formats they're using for inspiration and guidance and to see how their audience is responding to them.



## Choosing a format for your lead magnet

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### Here's your homework

*Estimated time to complete: 5 minutes*

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To apply what you learned and prepare for lesson three, complete this lesson's assignment. Here it is:

1. Choose a lead magnet format from among one of the formats explained in this lesson. For this course, we recommend choosing a written format and saving a non-written format, such as the explainer video or live event, for another time.

List the lead magnet format you chose below:

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### Take action!

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With an automated welcome email, you can deliver your lead magnet to your subscriber automatically in minutes. **[Create your welcome email today with a 30-day free trial of AWeber.](#)**

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