



LESSON THREE WORKSHEET

EMAIL LIST GROWTH BLUEPRINT

The start-to-finish plan for creating
your lead magnet





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Lesson summary

In lesson three, you got step-by-step direction for creating your lead magnet in a written format. Here are the steps described in this lesson:

1. **Choose a platform in which to create your lead magnet.**

We recommend using Google Docs, because it's free, easy to use and simple to share.

2. **Write your content.**

First, outline your content. This will provide structure for your writing and make the writing process easier.

Second, write your content. Don't edit your content yet. Write without stopping and get everything on paper (or in this case, in your Google Doc!).

Third, edit and refine your content. Look for typos, unclear writing, confusing structure and information that you need to explain more fully.



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3. **Make your lead magnet visually appealing.**

You can easily make your lead magnet more visually appealing by using different font sizes for your headlines and body content, bolding or italicizing important information and adding your brand colors to headlines. (Just don't use too much color!)

4. **Determine how you'll share lead magnet with your audience.**

By downloading your Google Doc as a PDF and then adding it to Google Drive, you can easily share your lead magnet. **[Click here to read directions for getting a shareable link for your lead magnet.](#)** Remember to choose sharing settings that will allow anyone with the link to view your lead magnet.



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Here's your homework

Estimated time to complete: 1 hour

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

1. Choose a platform in white to create your lead magnet.
2. Outline your content.
3. Write your content.
4. Edit your content.
5. Set up sharing settings for your lead magnet and get your shareable link.

What lead magnet format did you choose: _____

What platform will you use to host your content? _____

Take action!

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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