

## LEAD MAGNET

**What is being given away** (e.g. eBook, Free Trial, Discount on first purchase, Free Training, Checklist, ...)

**Who is it for?**

**Headline** (Big Bold Claim on the benefit they will receive)

**Sub Headline** (Describe / expand on the Big Bold Statement)

**Button Text** (Download, Get It Now, Claim, Free Trial,...)

**Thank You Page Headline**

**Thank You Page Body Text**

**Thank You Email Subject**

**Thank You Email Body Text**

# Lead Magnet

**Delivery Page Headline**

**Delivery Page Body Text**

**Video Link** *(if applicable)*

**Image Title**

**Image Description**

**Link to Image** *(or how you will provide image)*

**Testimonials**