



Lead Magnet Checklist

YouTube

- ☐ Pick a niche
- ☐ Choose a location
- ☐ Identify problem areas for clientele
- ☐ Construct a keyword list
- ☐ Setup Telephone System (if required)
- ☐ Create video content per niche, problem, & location
- ☐ Optimize YouTube video
- ☐ Acquire social media backlinks

Craigslist Business Hunting

- ☐ Choose location
- ☐ Search for businesses looking for marketing help using keywords & terms
- ☐ Browse key sections
- ☐ Check daily

Reddit Business Hunting

- ☐ Create www.reddit.com account
- ☐ Browse business related subreddits (See Guide) and locate posts related to advertising questions
- ☐ Read subreddit rules before posting!

LinkedIn Network

- ☐ Create the customer avatar – preferred client
- ☐ Choose a single type of client to target
- ☐ Author profile like it was a sales letter
- ☐ See guide for specific profile element changes
- ☐ Create a business page and post free how-to / case studies
- ☐ Join business groups and poll or watch for marketing help requests

Amazon Publishing

- ☐ Create a Kindle Publishing Account: <https://kdp.amazon.com/>
- ☐ Browse categories and determine the popular segments
- ☐ Focus on solving specific problems for specific niches
- ☐ Write for existing audiences – don't create a new audience
- ☐ Finish the book first and then worry about getting it published
- ☐ Include your contact information and sales pitch in the book



Local Facebook Groups

- ☐ Search for local business groups
- ☐ Seek out questions or start discussions that may prompt them
- ☐ Join niche specific groups (e.g. restaurant owner's groups)
- ☐ Start your own networking or Q & A group for your location

Network Affiliate Incentives

- ☐ Develop an incentive plan to offer to your network of friends, clients, & associates
- ☐ Explain that you're starting/growing an agency and ask for referrals
- ☐ Incentive is between 20 and 50%