

FREE CHECKLIST FROM CLINICAL BOSS

Lead Magnet Checklist

Design a lead magnet your audience would gladly pay for, one that leads seamlessly into your core offer.

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Work through the seven steps below. Answer honestly, keep every answer specific, and you will walk away with a lead magnet that attracts the right people and points them straight to your paid offer.

How to use this checklist

Type your answers into each box and tick the options that fit. If a Final Check box lands on No, refine before you build.

Your Dream Client

Who is this for, exactly? Be specific about their stage of business, health, or skill, plus their intent and motivation.

TIP If you are talking to everyone, no one will feel spoken to.

WHO IS YOUR DREAM CLIENT?

WHAT DO THEY BELIEVE RIGHT NOW ABOUT THEIR PROBLEM?

WHAT ARE THEY ACTIVELY SEARCHING FOR HELP WITH TODAY?

STEP 2 THE PROBLEM YOU'RE SOLVING

The Problem You're Solving

What is one clear, urgent problem they want solved now?

- Must be a problem they are already aware of
- Must be painful enough that they would take action
- Must directly lead toward your paid offer

WOULD YOUR DREAM CLIENT PAY TO SOLVE THIS PROBLEM? (IF THE ANSWER IS NO, REFINE THE PROBLEM.)

STEP 3 THE BIG PROMISE

The Big Promise

What specific outcome will they walk away with? The promise should be achievable within 10 to 20 minutes max.

STARTER PROMPTS

- Get your first ...
- Stop wasting time on ...
- Know exactly how to ...

YOUR BIG PROMISE

Format for Fast Wins

Which format best helps them achieve that outcome? Tick all you are considering.

Checklist

Toolkit / Swipe files

Quick video training

Template or Calculator

Roadmap / Mini assessment

Planner or Guided worksheet

TIP The faster the win, the higher the conversion.

THE FORMAT YOU'LL USE, AND WHY IT DELIVERS THE FASTEST WIN

Three horizontal lines for writing the format and why it delivers the fastest win.

Magnetic Name

Draft a title using this formula:

[Specific Solution] to [Painful Problem] so you can [Desired Result], without [Annoying Obstacle]

EXAMPLES

- The Mealtime Meltdown Method to End Food Battles So You Can Have Peaceful Family Dinners, Without Bribing with Dessert
- 5 Scripts for Sibling Fights So You Can Stop Refereeing All Day, Without Feeling Like a Bad Parent
- The Bedtime Blueprint to Get Your Child Sleeping Through the Night So You Can Finally Rest, Without Hours of Crying It Out
- The Morning Routine Rescue to Get Out the Door on Time, Without Yelling

1. _____
2. _____
3. _____

WHICH ONE FEELS THE MOST IRRESISTIBLE?

Next Step to Your Offer

What should your audience be ready for immediately after the lead magnet? This must be the next logical step toward your paid offer, not sideways.

The CTA should lead into one of these:

- Your consultation
- Your starter offer
- A webinar or challenge
- A limited-time discount
- A booking link

WHAT CTA WILL YOU INCLUDE?

STEP 7 BRANDING & DELIVERY

Branding & Delivery

LOGO (FILE NAME OR LINK)

BRAND COLORS (HEX)

PREFERRED FONTS

DELIVERY EMAIL + SENDER NAME

FINAL CHECK

Final Check

Rate your lead magnet idea. Tick Yes or No for each.

Would your dream client PAY for this?	Yes	No
Is the problem urgent and specific?	Yes	No
Does it deliver a fast win?	Yes	No
Does the next step naturally lead to your paid offer?	Yes	No

If any box is No, refine before creating.

YOUR NEXT STEP

You mapped the magnet. Now let's build the business.

Stop wondering "what if" and start building the online business of your dreams. The Clinical Boss community gives you the strategy, the systems, and the support to turn this lead magnet into a pipeline that actually sells.

- ✓ A lead magnet that leads straight into your offer
- ✓ Systems and tech built for clinicians, set up with you
- ✓ A community of growth-minded clinicians building alongside you

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