

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

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