



SaaS Academy

BEACON LEAD MAGNET™

W O R K S H E E T

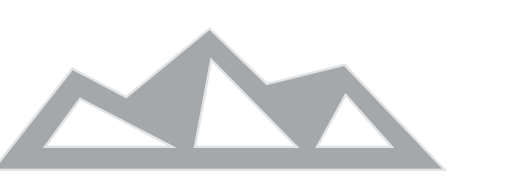
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Beacon Lead Magnet Builder

Name: _____

Date: _____

1. Setup

Intro | My name is _____

Our product helps [market] _____

with [problem] _____ to

[result] _____.

Outcome | This "magnet" will help you to

so you can [desired] _____

_____.

2. Resource To Create

Examples:

Checklist	Worksheet
Scripts	Calculator
Template	Spreadsheet
Swipe File	Beginners Guide
Examples	Blueprint
	Plan / Planner
	Cheatsheet
	Toolkit
	Resource List

Name | Name Your Magnet

5. Final Checklist

- Attractive Name?
- Desirable Resource?
- Aligned with Product & Role?
- Strong Copywriting?
- Clear Call to Action (Trial or Meeting)?
- Add to Home Page
- Add to Paid Traffic
- Offer via Email

3. Instructions (3-5)

Step 1 | Why? What? How?

Step 2 | Why? What? How?

Step 3 | Why? What? How?

Step ? ...

4. Next Step

Call to Action (CTA) | To help you [Bigger Desired Result]

I have a [Trial / Call] _____

which delivers [benefits] _____

CTA _____.



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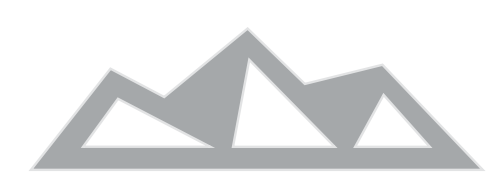
Related Resources

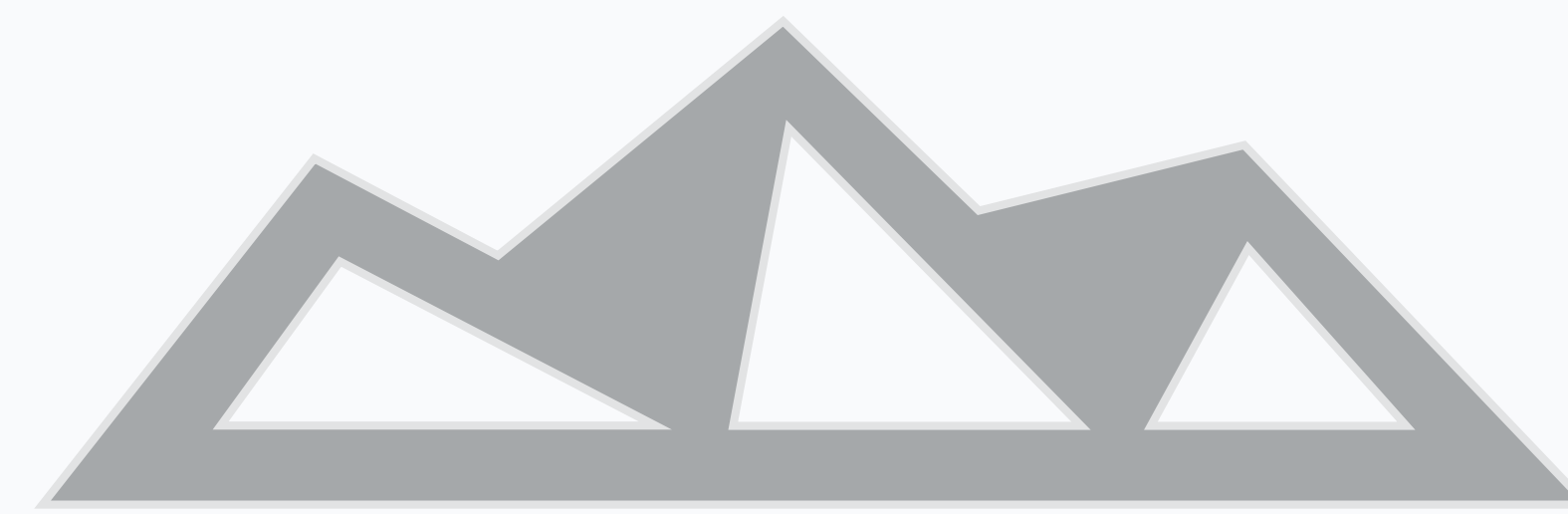
Name:

Date:

Playbook	Outcome
Demo Request Flow™	Funnel required to setup your Beacon Lead Magnet to convert traffic to a lead magnet into a trial start or demo request.
LinkedIn Viral Post™	Process for identifying key resources (templates, checklist, etc) that will go viral on LinkedIn organically.
Authority Site™	Design for embedding your Beacon Lead Magnet on your marketing web site (aka Authority Site)
Facebook Ad Builder™	Design strategy for creating compelling Facebook Ads to promote your Beacon Lead Magnet
LinkedIn Ad Builder™	Design strategy for creating compelling LinkedIn Ads to promote your Beacon Lead Magnet







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