



QUIZ

Discover Your Website's Lead Magnet

Ready to unlock the secret to creating a lead magnet that will dazzle your audience? In this assessment, we'll help you determine the ideal type of lead magnet for your business.

LET'S DIVE IN AND FIND YOUR
WINNING LEAD GENERATING STRATEGY!

Imagine you're chatting with your ideal customer. What would they most likely be seeking from your business?

- A.** Actionable tips and tricks to solve a problem
- B.** In-depth knowledge and expertise to enhance their know-how
- C.** Step-by-step guidance and tutorials to build their skills
- D.** Engaging and entertaining content to add joy in their life

What kinds of content is your ideal customer most likely to allocate time for?

- A.** Informative e-books or guides
- B.** Inspirational webinars or podcasts
- C.** Practical checklists or templates
- D.** Interactive quizzes or assessments

What outcome do you want to achieve with your lead magnet?

- A.** Establish credibility and thought leadership within your industry
- B.** Build a community of active members or participants
- C.** Provide practical solutions to a large audience
- D.** Create a memorable and enjoyable experience for your site visitors

Which of these best describes your ideal customer?

- A.** Goal-oriented and looking for actionable steps
- B.** Curious and hungry for knowledge to hone their expertise
- C.** Busy and seeking time-saving resources to get results on the go
- D.** Introspective and eager for interactive content that reveals something about themselves

How tech-savvy is your target audience?

- A.** Limited tech-savvy, requiring straightforward and easy-to-use resources
- B.** Extremely tech-savvy and comfortable with advanced online tools
- C.** Not tech-savvy, seeking simple and accessible solutions
- D.** Moderately tech-savvy, preferring user-friendly interfaces

YOUR RESULTS

IF YOU ANSWERED MOSTLY A'S:

Your ideal lead magnet is an informative e-book or guide! Share your industry expertise and provide actionable tips to guide your audience towards success.

IF YOU ANSWERED MOSTLY B'S:

You're destined to create inspiring webinars or podcasts! Showcase your knowledge and ignite curiosity with in-depth discussions and captivating interviews.

IF YOU ANSWERED MOSTLY C'S:

Practical checklists or templates will be your secret weapons! Help your audience save time and simplify their lives with easy-to-follow step-by-step resources.

IF YOU ANSWERED MOSTLY D'S:

It's time to have fun with interactive quizzes or assessments! Engage your audience through playful experiences and provide valuable insights along the way.

CONGRATULATIONS!

You're on track to develop the perfect lead magnet that will speak to your ideal customers and fuel your business growth. We're here to support you every step of the way as you bring your vision to life. If you need assistance in creating your lead magnet, we're just a click away. Together, we can create something extraordinary!

Got stuck DIY-ing it?

We know it's not everyone's strength to create valuable and visually appealing lead magnets. That's why we offer lead magnet design services! If you'd like us to take this project off your very busy plate, reach out to us at team@lookandfeelbranding.com, and we'll take care of it for you.

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