



INTERVIEW
Connections[®]
THE FIRST AND LEADING PODCAST BOOKING AGENCY

Lead Magnet Check List

Lead magnets will help you
convert more leads and sales
from your podcast
appearances. Use this
checklist to make sure your
lead magnet is effective!

InterviewConnections.com

YOUR PODCAST INTERVIEW LEAD MAGNET SHOULD

☐ BE FREE

Listeners are meeting you for the very first time when they hear you on a podcast! Offer something for free to maximize the number of listeners who convert onto your email list.

☐ BE ONE THING

You may have many lead magnets to offer on podcasts, but don't get overzealous and start listing them all out! Give ONE lead magnet to keep your listeners focused, and not distracted!

☐ BE VALUABLE TO THE LISTENERS

Your lead magnet should help the listeners build upon what they heard you speak about on the podcast. The more valuable the gift is, the more people will want it!

☐ BE DIRECTLY CONNECTED TO YOUR FUNNEL

Your lead magnet should be the next intentional stop on someone's journey towards ultimately becoming your client, and provide information that your IDEAL client would want.

GOT A GREAT LEAD MAGNET YOU'RE READY TO PROMOTE ON PODCASTS?

Book a consultation call! Team Interview Connections can get you booked on targeted podcasts speaking to your ideal clients. [Click here to book a call!](#)