

WORKSHEET

Create a Lead Magnet with an eBook and Boost Sales Planner

*This worksheet helps organize and outline your eBook effectively. This is a companion piece to:
Create a Lead Magnet with an eBook and Boost Sales!*



Introduction:

This is a companion piece to [Create a Lead Magnet with an eBook and Boost Sales!](#) Refer to that guide for helpful information and tips to create an effective Lead Magnet eBook. The worksheet below is meant to help organize and outline your eBook effectively. Have Fun!

List eBook Objectives:

Who is Your Target Audience (role, title, function, etc.)?

What are the Target Audience's Pain Points?

At What Stage is the Target in the Buyer's Journey?

- Education Consideration Decision

Choose eBook Perspective:

- Industry specific problem & solution Role specific problem & solution
 Industry specific trends Role specific trends

Briefly Describe the Critical Customer Need or Marketplace Challenge:

Identify Content Resources:

- Whitepapers

- Subject/Market Expert(s)

- Blog postings

- Interviews

- Press Releases

Whitepapers

Case studies

Brochures

Web Pages

Other

Choose Writing Voice:

Serious

Humorous

Reflective

Formal

Informal

Optimistic

Pessimistic

Spark of Energy

Light-hearted

Briefly Outline 3-5 Major Themes:

List Potential eBook Titles:

List Potential Calls to Action:

Identify Promotion Tactics:

Landing Page

Email

Social Media

Tele-Prospecting

Paid Advertising

Other

Identify Graphic Resources:

- Logos

- Images

- Tables

- Diagrams

- Other

You're on your way!

If you have completed the worksheet above you have a plan for moving forward to write and promote your eBook. But not just another eBook... a **LEAD MAGNET** to boost sales!

Questions? Call us if we can help! If you'd like to discuss how Virtual Causeway can deploy an Integrated Lead Engine to generate and qualify leads for your sales team, let us connect you.....



Toll Free: 1.866.211.6549

Email: info@v-causeway.com

Website: www.virtualcauseway.com



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