The Lead Magnet Launch Checklist

Take any PLR lead magnet from files-on-your-drive to collecting subscribers - in one afternoon.

Follow in order. Do not skip the test opt-in - it catches 90% of launch-day embarrassments.

Phase 1: Rebrand (60-90 min)

[ ] Replace the report title page with your branding (use the DOCX source).

[ ] Read the full report once; fix anything off-brand or dated.

[ ] Add your name, bio link, and call-to-action on the final page.

[ ] Recolor the graphics with the PSD sources to match your brand.

[ ] Export the final PDF; check file size is under 5 MB.

Phase 2: Pages (30-45 min)

[ ] Upload the squeeze and delivery HTML pages to your hosting.

[ ] Replace all placeholder text, headlines, and image paths.

[ ] Connect your autoresponder opt-in form to the squeeze page.

[ ] Set the delivery page to trigger on confirmed opt-in (double opt-in recommended).

[ ] Test on mobile - over 60% of opt-ins happen on phones.

Phase 3: Test Opt-In (15 min - do not skip)

[ ] Opt in with a personal email address and complete the full flow.

[ ] Confirm the welcome email arrives and the download link works.

[ ] Check the new subscriber appears correctly in your autoresponder.

[ ] Fix anything broken BEFORE driving traffic.

Phase 4: Traffic (ongoing)

[ ] Place promo banners on your blog sidebar and relevant posts.

[ ] Add the squeeze page link to your email signature.

[ ] Announce to your existing list/social following once.

[ ] Write one piece of content that naturally leads into the lead magnet topic.

Week-One Metrics To Watch

[ ] Opt-in conversion rate (visitors to subscribers) - aim for 20%+ on warm traffic.

[ ] Email open rate on the delivery email - below 40% means subject-line work needed.

[ ] Unsubscribe rate in the first 7 days - above 2% means expectation mismatch.

[ ] Reply rate - even 2-3 replies tell you the content resonated.

TIP: Your lead magnet's job is to start relationships, not to impress. A simple working funnel beats a perfect unlaunched

one every time.