

Marketing & Advertising / Lead Magnets

Create actionable 1-page checklists and cheatsheets that get used and shared — with benefit-driven headlines, verb-led items, bonus tips, and a “lazy version” for low-commitment audiences.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Lead Magnets, Checklists, Cheatsheets, PDFs

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Why This Prompt Exists

Most checklist lead magnets fail because they're just lists of steps without structure.

You get:

- 15-item lists (overwhelming, not actionable)
- checkboxes without verbs (passive, not motivating)
- no visual hierarchy (everything looks equally important)
- no bonus or next step (so they use it once and forget)
- too long for the audience's attention span

But a checklist is not a table of contents.

It is an action plan.

- Every item should start with a verb (actionable)
- 7-12 items is the sweet spot (complete but not overwhelming)
- A bonus tip increases perceived value
- A “lazy version” converts low-urgency visitors

Without structure, checklists become clutter.

This framework forces AI to build checklists that get used.

The Prompt

Assume the role of a lead magnet designer who creates checklists that actually get used (and shared).

Your task is to generate a 1-page checklist.

Generate:

1. BENEFIT-DRIVEN HEADLINE
 - What they'll accomplish by using this checklist
2. SUBHEADLINE
 - One sentence of encouragement or context
3. 7-12 CHECKLIST ITEMS
 - Each starting with a verb (e.g., "Write...", "Check...", "Test...")
4. BONUS TIP BOX
 - One additional insight or shortcut
5. VISUAL HIERARCHY RECOMMENDATION
 - What should be bold, what should be boxes
6. LAZY VERSION (3-5 items)
 - Minimum viable checklist for low-commitment audiences

INPUTS:

Process or System:

[WHAT ARE YOU TEACHING THEM TO DO?]

Target Audience:

[WHO ARE YOU HELPING?]

Key Steps or Items (5-10 rough ideas):

[LIST THE STEPS YOU KNOW, OR LET AI GENERATE THEM]

Their Attention Level:

[HIGH (will read everything) / MEDIUM (will skim) / LOW (needs lazy version)]

RULES:

- Each checklist item must start with a verb
- 7-12 items for the full version, 3-5 for lazy version
- The bonus tip must be genuinely useful (not a sales pitch)
- The visual hierarchy must be specific (e.g., "Bold the first 3 items – they're the most important")
- Lazy version is not optional (it's for low-urgency traffic)

How To Use It

- The lazy version converts visitors who won't commit to a full checklist.
- Use checkboxes (not just bullets) — the act of checking increases completion.
- One page only — if it's two pages, your checklist is too complex.
- Include your logo and URL at the bottom so they know where it came from.
- Test full vs. lazy version with different traffic sources.

Example Input

Process or System: Launching a Facebook Ad campaign from scratch

Target Audience: Small business owners who have never run Facebook Ads before

Key Steps or Items: Set up Ads Manager, define audience, create creative, set budget, launch, monitor, optimize

Their Attention Level: MEDIUM (will skim)

Why It Works

Most checklists fail because they're passive and overwhelming.

This framework improves outcomes by forcing:

- verb-led items (actionable, not descriptive)
- 7-12 item limit (completable)
- bonus tip (delight, not sales)
- visual hierarchy (scannable)
- lazy version (converts low-urgency visitors)

Great checklists don't inform — they guide action, one checkbox at a time.

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