

## Lead Magnet Assignment

**Task:** Your job is to create a lead magnet where people will provide you with their e-mail address and name in exchange for a piece of content that will give them a quick win. That piece of content you create is called your lead magnet.

Your lead magnet can be in the form of a:

- Video
- Audio
- PDF

You will be graded on your ability to give your audience a quick win and entice them to want more in the hopes you can funnel them into your digital product.

		Level 1 (0 - 59%) The student	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)
<b>Thinking/Inquiry</b>	<b>The student</b>				
<ul style="list-style-type: none"> <li>• Critical thinking (e.g., messaging, providing your audience with a quick win )</li> </ul> <p style="text-align: right;">/10</p>	Thinking process is lacking in detail, clarity, and thoughtfulness. Few connections to the Integrative Thinking process is made explicit. Messaging is not clear	Thinking process is shared with few details demonstrating a limited attempt explicitly communicate process and thinking. Messaging is somewhat clear	Thinking process is somewhat clear and succinct demonstrating a commitment to thinking through the challenge. Messaging is considerably clear	Thinking process is clear and succinct demonstrating thoughtfulness and attention to detail. Messaging is clear	
<b>Application</b>	<b>The student</b>				
<ul style="list-style-type: none"> <li>• Making connections (e.g. Lead Magnet is related to digital product)</li> </ul> <p style="text-align: right;">/5</p>	<ul style="list-style-type: none"> <li>• Lead Magnet does not relate to Digital Product</li> </ul>	<ul style="list-style-type: none"> <li>• Lead magnet can relate to digital product</li> </ul>	<ul style="list-style-type: none"> <li>• Lead magnet is somewhat related to the digital product</li> </ul>	<ul style="list-style-type: none"> <li>• Lead magnet is clearly related to the digital product</li> </ul>	
<b>Communication</b>	<b>The student</b>				
<ul style="list-style-type: none"> <li>• Organization &amp; Clarity (e.g. Format and Lead Magnet)</li> </ul> <p style="text-align: right;">/5</p>	Information is not clearly articulated to the audience in an organized manner	Information is can be articulated to the audience in an organized manner	Information is somewhat articulated to the audience in an organized manner	Information is clearly articulated to the audience in an organized manner	