



Lead Bait Ranker

Use this cheat sheet to evaluate several bait ideas against one another.

Rate the criteria on a scale from 1 to 10. If you are using the digital version, the rank will calculate itself. If are using a hard copy, simply multiply the ratings to calculate the rank for each idea.

Bait idea: _____

Value: ____ Rapid Satisfaction: ____ Builds trust: ____ Easy Creation: ____ Self-qualifying: ____

Rank: _____

Bait idea: _____

Value: ____ Rapid Satisfaction: ____ Builds trust: ____ Easy Creation: ____ Self-qualifying: ____

Rank: _____

Bait idea: _____

Value: ____ Rapid Satisfaction: ____ Builds trust: ____ Easy Creation: ____ Self-qualifying: ____

Rank: _____

Bait idea: _____

Value: ____ Rapid Satisfaction: ____ Builds trust: ____ Easy Creation: ____ Self-qualifying: ____

Rank: _____