Lead Capture Form – Whiskaway Pet Moving

# 1. Purpose

The lead capture form is designed to collect visitor contact information in exchange for a free lead magnet:   
“Top 10 Things to Consider When Moving with Pets — For Their (and YOUR) Comfort.”   
This will build the email list and nurture future buyers into purchasing one of the three product tiers.

# 2. Placement

This section should appear 'above the fold' on the homepage, just after the headline and tagline, and before the hero image.  
It should be visually distinct, ideally on a light background with friendly colors.

# 3. Form Fields

- First Name (optional)  
- Email Address (required)  
- Hidden field: Source URL (optional for tracking)

# 4. Submit Button Copy

Button Text: “🎁 Get My Free Pet Comfort Checklist”

# 5. Delivery

Upon submission, the user should be redirected to a free product page where they can enter their email again and instantly download the lead magnet. Alternatively, the form can trigger an email auto-responder that delivers the PDF.

# 6. Lead Magnet Content

Title: “Top 10 Things to Consider When Moving with Pets — For Their (and YOUR) Comfort”  
  
Summary: A 1-page checklist and mini-guide that shares key things people overlook when relocating with pets across borders, such as:  
- Crate familiarization for pets  
- Time-zone and schedule adaptation  
- Hydration hacks for flight day  
- What to expect at customs with your pet  
- Paperwork prep timelines

# 7. Technical Notes

- Platform: Form can be created using Carrd (form block) or Mailchimp embedded form.  
- Redirect or delivery via Gumroad free product link: https://whiskaway.gumroad.com/l/freechecklist  
- Optional: Use Zapier to send leads to Mailchimp or Google Sheet.