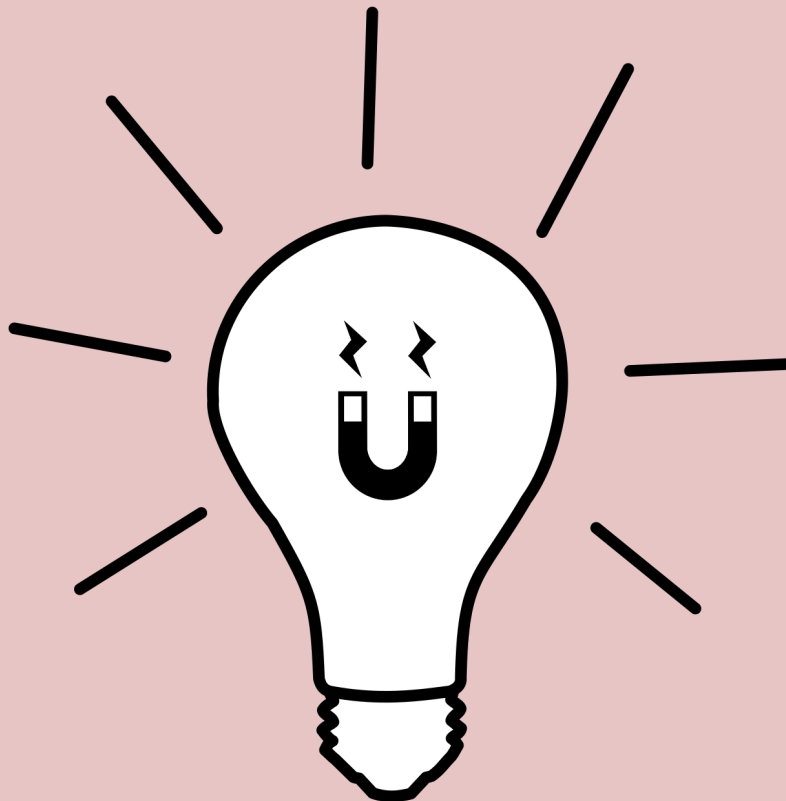


# **The Useful Book of** **Lead Magnet** **Ideas**



30 ideas for attracting and converting  
your ideal audience

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# Create an Irresistible Lead Magnet Today

If you think offering a ‘free newsletter’ is enough to draw in subscribers and build a massive email list, you might need to think again.

In an age where most people receive dozens of marketing emails each and every day, they’ll need a little persuading to give up their prized email address and sign up to receive your emails.

**That means offering a truly irresistible lead magnet.**

It must be:

- Something relevant and enticing to your ideal audience... One that solves a problem and provides them with a solution.
- Something truly valuable – not something you’ve cobbled together in 10 minutes without any thought to what it actually delivers to the subscriber.

*So, what should you create?*

**Here are 30 ideas to get you started.**

## **1. Free eBook or Report**

Probably the most popular type of lead magnet. Just make sure it contains valuable information that's useful to your audience.

## **2. Checklist**

A downloadable checklist that simplifies a complex task or process. Make it valuable enough that people will keep using it and they'll be continually reminded of your brand.

## **3. Cheat Sheet**

Provide a quick reference guide that condenses complex information into an easy-to-follow single sheet. Remember: most people are time-poor and looking for simple solutions.

## **4. Template**

Offer a customizable template like a budget template or project planner.

## **5. Toolkit**

Compile a toolkit of resources your audience can use to achieve their goal.

## **6. Video Series**

Go beyond written information by offering a video course – like a series of tutorials or educational lessons.

## **7. Webinar**

Alternatively, give people free access to a live (or recorded) webinar on a compelling topic. Bonus points here if you include a short sales pitch at the end.

## **8. Audio Recording**

In the same way, you could share a recorded interview, podcast episode or audio training session.

## **9. Case Study**

Don't just talk about how to do something – give them an actual real-life example, including strategies, tactics and results.

## **10. Mini-course**

Why not offer a short email course that delivers lessons over a few days or weeks? The great thing about this is it gets people used to reading and engaging with your emails.

## **11. White Paper**

White papers make great B2B lead magnets, offering detailed insights into a specific problem or industry trend.

## **12. Expert Interview**

Conduct an interview with an expert in your niche/industry/market and give it away for free. A great way to deliver value while increasing your authority.

## **13. Infographic**

Time-poor people want to simplify information. A simple infographic that presents info or data in a visually engaging format is a great way to do that.

## **14. Resource List**

Compile a list of resources related to your niche. It could be top tools, books, websites, podcasts, businesses, contacts, etc.

## **15. Quiz or Assessment**

Offer a simple quiz that guides your audience or helps them learn more about themselves. Top tip: You can use quizzes or assessments to guide people towards tailored products or services based on their answers.

## **16. Swipe File**

Bundle together templates, scripts or examples that your audience can take inspiration from.

## **17. Printable**

Printables are a popular trend and can make great lead magnets if they're valuable – whether that's a calendar, planner, checklist or coloring page.

## **18. Workbook**

Provide a downloadable book with exercises or prompts that help your audience reinforce their learning.

## **19. Mind Map**

Develop a visual mind map that outlines key concepts or strategies related to your niche/market/audience.

## **20. Exclusive Access**

Whether it's an exclusive VIP offer or access to a members-only area, this is a great way to deliver value while making your subscribers feel special.



## **21. Challenge**

Create a short challenge or contest that helps your audience achieve a specific goal... Great for coaches looking to help their audience take action.

## **22. Challenge Toolkit**

Why not also offer a free toolkit with resources, worksheets and tips to help participants succeed?

## **23. Free Trial or Sample**

Let people try before they buy with an exclusive free trial or product sample. Great for SAAS, etc.

## **24. Discount or Coupon**

Everyone loves getting something cheaper. Just make sure it's a genuinely enticing discount – not \$0.50 off something that costs \$1,000.

## **25. FAQ Guide**

Does your audience keep asking the same questions? Give them the answers they need to know with a free FAQ guide.

## **26. Behind-the-scenes Content**

Everyone loves a sneaky peek behind the curtain! Give people exclusive access to your business, or bring them into your creative world by showing them your processes.

## **27. Interactive Tool**

Help people solve a problem or make a decision by offering an interactive tool or calculator.

## **28. Quick-start Guide**

Provide a simple step-by-step guide to help people get started with a new skill or tool.

## **29. Email Series**

Introduce people to your world with a series of emails that provide valuable content, tips or resources over time.

## **30. Access to a Private Community**

Invite your audience to an exclusive community where like-minded people can connect and learn from each other – for example, a Facebook group, Slack channel or forum.