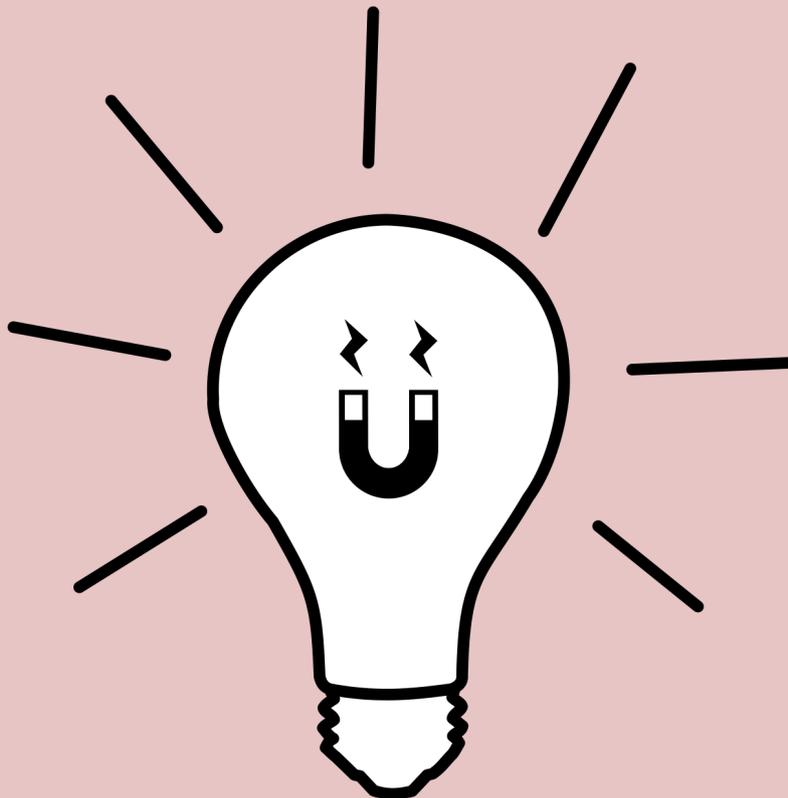


The Useful Book of **Lead Magnet** **Ideas**



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.