

28 HIGHLY EFFECTIVE LEAD MAGNET IDEAS



28
IDEAS

28 Highly Effective Lead Magnet Ideas

Lead magnets are one of the most effective ways to build your email list. However, many people think “lead magnet” and only think “ebook”!

But...there are so many MORE amazing ways to connect with your ideal audience. It's goes beyond a book (and, most likely, a book is too big for people to read in one sitting!).

When choosing a lead magnet, you want something that gives your people that “quick win”...and highlights you as the expert too.

Use this guide to get inspired for ideas on how to connect with your ideal client...at the right time...with the right message...in the right lead magnet!

28 Lead Magnet Ideas

- **Checklist.** Give your people a tool that condenses a process into super actionable steps that can be easily referenced
- **Cheat Sheet.** The “bird’s eye view” of guidelines, steps, or processes that can be followed again and again
- **Template.** A template for a commonly done activity (blog post, type of email, or other item) where blanks can quickly be filled in
- **Swipe File.** A collection of resources (headlines, email subject lines, blog articles) that can be used for teaching and inspiration
- **Example.** A completed sample/example of a commonly used item, such as a confirmation email (different than a template, which has blanks)
- **Script.** A fill-in-the-blank script that people can follow when talking to specific individuals (such as potential clients)
- **Toolkit.** A list of all the tools necessary to effectively perform a particular task (such as start a blog)
- **Free Tool.** A useful tool that anyone can use in exchange for their email address (like CoSchedule’s Headline Analyzer)
- **Resource List.** A large list of resources that you **personally use** for a particular task (such as my list of vetted software tools for creating your marketing)
- **Calendar.** A calendar which helps people plan out tasks (such as a content creation, social media, blogging)
- **Worksheet.** A simple worksheet designed to help someone complete a specific exercise, think through something, or complete a task

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- **Printable.** A well-designed sheet that can be easily printed and then used (such as a camping grocery list)
- **Inspiration File.** A compilation of inspirational resources to help people when they get stuck or simply need some extra inspiration
- **Prompts.** A list of prompts designed to help people get started on a task you help with and work through challenges (like nurture email prompts)
- **Calculator.** A simple calculator designed to help someone easily complete more complex calculations, like determining the potential profit of hosting a summit
- **Spreadsheet.** A spreadsheet that already has calculations programmed into it, making more difficult calculations easy
- **Recipe.** A recipe (or list of recipes) related to a specific food plan or diet, such as the keto diet (or a specific task-like planning your marketing)
- **Tutorial.** A step-by-step guide through a particular task or process, designed to make learning it as easy as possible
- **EBook.** An in-depth eBook that covers a particular subject in detail
- **Guide.** A shorter document (not as long as an eBook) that still covers a subject in relatively thorough detail
- **Report.** A document that breaks down key information related to your industry or business
- **Educational Video.** A video or series of videos in which you give your expert knowledge on a particular subject (showcase your expertise!)

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- **Webinar.** An in-depth video/webinar which provides your prospects with significantly valuable information regarding a specific subject
 - **Email Course.** A free course on a particular subject which you deliver via email
 - **Free Coaching Session.** A quick coaching/consulting session where you help a person work through a particular issue
 - **Predictions.** A list of your expert predictions related to your industry or business
 - **Recording/Replay.** A video replay of a webinar you've done, thus allowing your prospect to still access the valuable information
 - **Audio Book.** A downloadable audiobook related to your business or industry
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