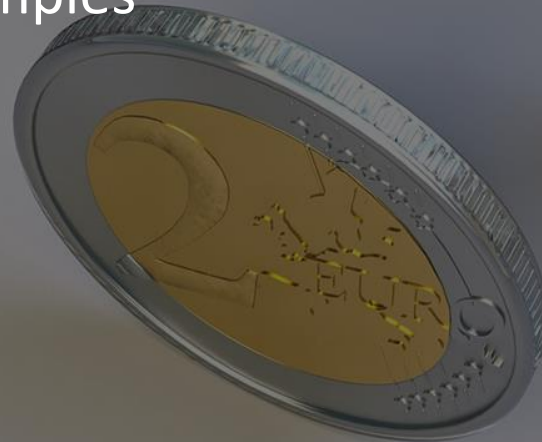




Lead Magnet

Examples



5 Tips for an effective lead magnet:

1. Solves a real problem : make it relatable to the person reading it
2. Indicates one quick win : if action is taken immediately following
3. Be specific : focus on the benefit and it will convert better
4. Easy to understand : Succinct and direct is best, one-pager or PDF check list type documents are ideal; longer form give aways tend to make the user feel overwhelmed
5. Instantly accessible : People love instant gratification. It will work best if it can be delivered immediately.

37 Lead Magnet Examples:

- 
- Checklist
 - Cheat sheet
 - PDF document
 - Content upgrade
 - Free trial
 - FAQ
 - Video training
 - Mini online course
 - Free shipping
 - Discounts
 - Tutorial
 - Report
 - Audio training
 - Webinar
 - Newsletter
 - Quiz
 - Give away
 - Challenge, 5-day challenge
 - Template
 - Toolkit
 - Access to a new App
 - List of resources
 - Free chapter to your book
 - Worksheet/workbook
 - ROI calculator
 - Blog/topic generator
 - Recipes
 - Guide
 - eBook
 - Infographic
 - Event tickets
 - Free coaching session
 - State of the industry/research
 - Predictions
 - Membership group (Facebook, Slack, etc.)
 - Case study
 - Waiting list