

69 Proven Lead Magnet Ideas

Lead magnets are a proven way of increasing an email database with prospects who fit the customer avatar profile. Use this list of ideas to help you and your client create lead magnets that solve the avatars problem quickly and provides high value, in exchange for their name and email.

- Checklist
- Cheat Sheet
- Template
- Swipe File
- Examples
- Script
- Toolkit
- Web App
- Resource List
- Calendar
- Plan/Planner
- Worksheet/
- Workbook Printable
- Inspiration File
- Prompts
- Calculator Generator
- Spreadsheet
- Recipes

Educational Lead Magnet Ideas

Educational lead magnets teach users about a specific topic that is highly relevant to your offerings. These lead magnets position you as the authority in your industry.

- Gated
- Content
- Tutorial eBook

- Guide
- Report
- Infographic
- Educational Video
- Educational Audio
- Webinar
- Event Tickets
- Email Course
- Free Book + Shipping
- Sample Chapter
- Sample Video/Clip
- Sample Audio Clip
- Free Coaching Session
- PDF Version
- Transcript
- Audio Version
- Summary/"Cliff Notes"
- Version State of the Industry
- Predictions
- Mind Map
- Recording/Replay
- Audio Book
- SlideShare
- Roundup
- Newsletter
- Vault/Library

Entertaining Lead Magnet Ideas

Some lead magnets don't need to be particularly useful or educational- they can simply *entertain*.

- Quiz
- Survey
- Giveaway
- Manifesto
- Comic Strip

- Quotes
- Desktop Wallpaper
- Mobile App/Game

Community-Building Lead Magnet Ideas

Communities are places where businesses can have a dialog with their users, as well as places where users can interact with each other.

- Challenge
- Membership Site
- Facebook Group
- Slack Group

Bottom of Funnel Lead Magnet Ideas

Sometimes a prospect hasn't given you their email address yet, but they are already thinking about buying your product. Be prepared for these hot prospects by building lead magnets at the bottom of your funnel.

- Free Trial
- Coupon
- Case Studies
- Waiting List
- Early Bird
- Discount Free
- Shipping Free
- Consultation Free
- Quote Catalog