
20 Irresistible

Lead Magnet Ideas

A core component to your lead magnet creation is choosing the platform by which you will deliver your content. Here are 20 platform ideas to spark your creativity.

- 1 AUDIO
- 2 CHEAT SHEET
- 3 CHECKLIST
- 4 COUPON / DISCOUNT CODE
- 5 EBOOK
- 6 EMAIL SEQUENCE
- 7 FAST-START GUIDE
- 8 FREE SHIPPING
- 9 GUIDE
- 10 LIVE EVENT ACCESS
- 11 ONE-ON-ONE QUICK CALL
- 12 PICTURE GUIDE
- 13 PRIVATE FACEBOOK GROUP
- 14 PRINTABLES
- 15 QUIZ
- 16 SWIPE FILE
- 17 TOOLS LIST
- 18 VIDEO
- 19 WEBINAR
- 20 WORKBOOK

The Lead Magnet

Resource Guide

REALTOR/REAL ESTATE

- EMAIL SEQUENCE:** 6 Questions to Ask Your Realtor Before Buying Your First House
- CHECKLIST:** 35 Things to Do Before You List Your Home to Guarantee You Get a Sale
- EBOOK:** 10 Surprising Things You May Not Know about Living in This Neighborhood
- PICTURE GUIDE:** 20 Home Styling Tricks to Create Luxury on a Budget
- AUDIO:** Make Your First Home Super Inviting: 10 DIY Ideas You Wish You'd Thought of First

WEDDING PHOTOGRAPHER

- WEBINAR:** How to Design a Picture-Perfect Wedding
- CHECKLIST:** 20 Wedding Moments You'll Want to Remember Through Photos
- EBOOK:** 25 Inspirational Photo Ideas to Make Your Wedding Day Unforgettable
- WORKBOOK:** Create Your Ideal Wedding Day: A Step-by-Step Guide to Planning Every Detail
- VIDEO:** 10 Ways To Relieve Stress on Your Special Day

LOCAL BAKERY (BRICK AND MORTAR FOOD EXAMPLE)

- EMAIL MARKETING COUPON:** Buy a Dozen Cupcakes and Get 2 Free
- EMAIL MARKETING COUPON:** 50% Off Your First Order
- PHOTO GUIDE:** 5 Fancy and Inexpensive Ways to Display Your Cupcakes at Your Next Party
- EBOOK:** How to Design and Decorate Your Own Cake Like A Pro
- GUIDE:** 10 Must-Visit Spots in Our Neighborhood

MARTIAL ARTS STUDIO FOR KIDS (BRICK AND MORTAR CLASSES EXAMPLE)

- CHECKLIST:** 10 Key Things You Never Want to Forget When You Come to Your Martial Arts Class
- QUIZ:** How Well Do You Know Your Martial Arts Instructor?
- EBOOK:** 15 Surprising Facts about the History of Martial Arts
- GUIDE:** It's Time to Make Time for Martial Arts Classes: Here's How
- VIDEO SERIES:** Five Balance Exercises to Do In Between Classes to Improve Your Form

HIGH END ARCHITECTURE

- FAST-START GUIDE:** 15 Questions to Ask Your Architect Before You Sign On the Dotted Line
- VIDEO:** From Start to Finish: Our Design Process in Detail + A Behind the Scenes Look at Our Work
- AUDIO:** 10 Things To Consider Before Choosing the Location for Your Next Build
- EBOOK:** A Photographic Inspirational Book: 25 Modern Touches That Will Make Your Home Extra Welcoming
- ONLINE TOOL:** Create Your Own IdeaBooks for Your Next Design Project

HEALTH/FITNESS COACH FOR MEN

- 3-PART VIDEO SERIES:** Learn the Right Way to Build Muscle While Improving Your Health
- FAST-START GUIDE:** 10 Ways to Level Up Your Current Fitness Routine
- TOOLS LIST:** 20 Apps, Gadgets and Tools to Help You Supercharge Your Fitness Goals
- THE LET IT BURN CHALLENGE:** Push Yourself to the Max with our 5-Day Challenge to Let it Burn
- EBOOK:** 25 Superfoods that Dudes Should Eat Every Day

HEALTH/FITNESS COACH FOR WOMEN

- CHALLENGE:** 21 Days to A Healthier, Happier You: Recipes for Healthy Meals and Easy, Efficient Workouts
- EBOOK:** 20 High-Protein Spring Salad Recipes (and How to Shop for Them)
- VIDEO:** Tone Your Abs with this Four-Part HIIT Workout
- 3-PART AUDIO SERIES:** 3 Mindset Exercises To Set You Up for Success
- FAST START WORKBOOK:** The 4 Kinds of Health Goals You Need to Set Today

WEIGHT LOSS COACH FOR WOMEN

- WEBINAR:** 10 Facts the Fitness Industry Doesn't Want You to Know about Fat Loss
- 3-PART VIDEO SERIES:** 3 Surefire Strategies to Incorporate Healthy Meals and Exercise into Your Busy Schedule
- FAST START GUIDE:** 27 Fat-Burning Foods that Will Boost Your Weight Loss
- ASSESSMENT:** How Healthy Are You? Get the Tools Needed to Jumpstart Your Weight Loss Success Story
- EBOOK:** Why Diet and Exercise Alone Won't Help You Lose Weight

WOMEN'S FASHION (ECOMMERCE)

- PHOTO GUIDE:** 21 Perfect Ways to Accessorize Your Little Black Dress
- COUPON:** Get 10% Off Your Purchase of \$100 or More When You Sign Up for Our Weekly Deals
- CHALLENGE:** 7 Days of Dressing & Feeling Fabulous
- QUIZ:** What Color Is Your Style Personality?
- CHEATSHEET:** Find the Perfect Outfit to Fit Your Body Type

BUSINESS COACH (FOCUS IS ON MONEY)

- GUIDE:** 8 Steps to Attracting Your Ideal Customer
- FAST-START CHECKLIST:** 10 Ways To Find Customers That Are Right Under Your Nose
- WEBINAR:** 21 Tips for Successful Selling
- VIDEO:** 3 Tactics for Treating Your Customers Like A-Listers
- EBOOK:** 35 Success Stories from Entrepreneurs Who Drastically Increased Their Bottom Line

SUCCESS COACH (FOCUS IS ON MINDSET, PRODUCTIVITY, MOTIVATION ETC)

- AUDIO:** Shift Your Mindset To Help You Achieve Your Goals
- FAST START GUIDE:** How to Create a Daily Routine that Sets You Up for Success
- 5 DAY CHALLENGE:** 5 Days to Become a Motivation Master
- EBOOK:** 30 Tips from Experts on How to Deal With Haters
- TOOLS LIST:** 21 Tools to Skyrocket Your Productivity

LIFE COACH (LIFESTYLE, MARRIAGE, RELATIONSHIPS, BALANCE, FAMILY)

FAST START GUIDE: 10 Tips to Help You Strengthen Your Relationships

3-PART AUDIO SERIES: Family Communication Secrets for a Better Life, Marriage, Business and Relationships

VIDEO: Great Moms Show Us How They Balance It All

WEBINAR: How to Actually Live Your Life (and Enjoy It, Too!)

CHEATSHEET: 9 Things to Avoid Doing When Life Get Hectic

SOCIAL MEDIA MANAGER/CONSULTANT

WEBINAR: Grow Your Email List Fast: Promote Your Products, Services and Programs on Social Media

3-PART VIDEO TRAINING: A Step-By-Step Guide to Getting Noticed On The Most Popular Networks

EMAIL TRAINING SERIES: What to Do When Your Current Social Media Plan Isn't Working

EBOOK: 30 Ways To Use Images To Attract Your Ideal Audience

GUIDE: How Get Customers Raving About Your Store (Using Social Media!)

PASTOR/CHURCH LOOKING FOR NEW MEMBERS

EMAIL SEQUENCE: 6 Reasons You Don't Want to Miss Our Easter Service

EBOOK: 25 Life-Changing, Heart-Breaking and Inspiring Stories from our Members

GUIDE: 10 Myths About Being a Christian

3-PART VIDEO: How to Put Your Trust in Him

CHEATSHEET: A Good Church is Like a Good Home. Use This Cheatsheet to Help You Choose One Wisely

NON-PROFIT ORGANIZATIONS

VIDEO (SPOTLIGHT INTERVIEW): How Clean Drinking Water is Helping a Boy and His Family Live Healthier Lives

EBOOK: Why We Structured Our Non-Profit to Have Only 5% Admin Costs

GUIDE: 20 Ways that Clean Drinking Water Can Improve the Life of a Child

AUDIO: How to Get Your Kids Excited About Building a Well Thousands of Miles Away

EMAIL: How to Successfully Request Donations, Not Gifts, on Special Occasions

PHYSICAL PRODUCT EXAMPLE (CANDLES)

PHOTO GUIDE: 20 Ways My Customers Use Candles in Their Home

EBOOK: 15 Scents to Complement Your Dinner Party Themes

VIDEO: How to Make Your Candles Last Longer

EMAIL SERIES/DISCOUNT: Get a Free Seasonal Candle When You Sign Up for News and Daily Deals

AUDIO: Get Soothing Audio to Use With Your Meditation Candle

MLM HOME BASED BUSINESS EXAMPLE (GOAL OF SELLING THE IDEA OF A HOME BASED BUSINESS)

FAST-START GUIDE: Make Money Without Trying: Provide Others a Sneak Peek Into Your Life

VIDEO: How Someone On My Team Paid off \$10K of Debt In One Lump Sum by Working for X Company

EMAIL SERIES: 4 Ways to Defeat Discomfort and Win Confidence By Starting Your Own Home Based Business

AUDIO TRAINING: 7 Wrong Ways to Approach Prospects in Facebook Groups (And How To Do it Right)

SWIPE FILE: 21 Ways to Recruit Your Very First Team Member(s)