

69 IRRESISTIBLE
LEAD MAGNET
IDEAS

Useful lead magnets help save your user time, energy, money, and more. This type of lead magnet is the most irresistible of *all* the types because it's a “silver bullet”: one specific, actionable solution to a problem that is easy to digest.

- 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
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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