

8 Types of Lead Magnets You Can Use to Attract the Right Audience and Build Your List

Your lead magnets will have a big impact on your business, as they're the key to building your list. That's why you'll want to be sure you do your market research to find out what your market wants. Once you know the topics, then check out these different types of leads magnets you can offer your audience....

Reports/Ebooks

These are among your most common lead magnets, just because they're so easy to create and distribute. For best results, don't refer to them as "ebooks" (which has a cheap connotation). Instead, use words like "guide" or "system." (E.G., "The Guide to Getting All the Traffic You Need.")

Courses

The advantage of a course is that if you deliver it in multiple parts via email, then you train your subscribers to open their emails. For example, you might offer copywriters a five-part course on how to craft a sales letter.

Videos

These tend to have a high perceived value, which makes them a good choice for a lead magnet. These work especially well when visuals are important, such as if you're physically showing someone how to do something (such as teaching a dog to sit).

Audios

Audios also have a high perceived value. Use this format when audio is an important teaching tool, such as if you're teaching people how to sing or speak a foreign language.

Webinars

The live webinar has a high perceived value and gives you the opportunity to field questions, plus this lead magnet also lets you distribute the recordings/replays. E.G., "The Top Ten Dieting Tips Webinar."

Membership Sites

A good way to do this is to offer a low-level membership (i.e., your "Bronze" level membership or equivalent) as a lead magnet, which makes it easy to upsell people on purchasing a higher-level paid membership.

E.G., you might offer a free membership into a traffic-generation site, which gives people access to some of the training, but none of the advanced features (like a private group).

Tools

These are items that help people take action. Examples include worksheets, checklists, templates, swipes, planners, cheat sheets, lists and similar items.

E.G., you might offer a debt-reduction worksheet to people who want to pay off their credit cards, which naturally leads to a main offer such as a debt-reduction course.

Software/Apps/Plugins

These items also help people solve a particular problem faster and easier, plus they have a high perceived value. For example, you might offer a meal-planning app, which naturally lets you sell a diet guide on the backend.

Conclusion: One of the Easiest Lead Magnets?

As you can see, there are plenty of different types of lead magnets you can offer. One thing you'll want to consider is whether you can splinter off a piece of your core offer and use that as a lead magnet. For example, if you're selling a 10-module training course, then offer one module for free. This lets you naturally sell the main offer on the backend.



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