

17 Different Types of Lead Magnets Your Audience Will Love

One of the big keys to growing your list is to offer an enticing lead magnet. If you don't offer something that's both valuable and in-demand, no one is going to even bother joining your list.

Many marketers tend to think of reports or ebooks when they think about lead magnets. And while those are often good options, and I include them in this list, they are by no means the only option. Indeed, I encourage you to think about what other types of lead magnets you can provide. People are so used to seeing reports and ebooks as lead magnets, that offering anything else is often a very welcome change.

So, with that in mind, let's take a look at 17 different lead magnets you might consider offering, along with examples of each...

Discount Coupon

One of the benefits of offering a deep discount as a lead magnet is that you're attracting buyers. Tire kickers don't tend to join a newsletter just to get a coupon. (However, you may be attracting people who only purchase discounted offers – which isn't necessarily a bad thing.)

For example: "Join now to get 50% off [Specific Product]!"

Ebooks/Reports

One of the keys to offering an ebook or report is to avoid calling it an "ebook." That's a word that tends to have a low-value connotation. Instead, refer to it as a guide, white paper, special report, blueprint, system, or similar.

E.G., "Download this proven weight-loss system now!"

Videos

Videos tend to have a higher perceived value than regular text content. This is particularly true when you make full use of the video format, such as by demonstrating how to do something (versus a slide-show video or plain talking head video).

For example, you might give dog owners a video that shows them exactly how to teach a dog to sit.

Audios

Audios tend to have a higher perceived value than text. And again, this is particularly true if you offer a lead magnet where having an audio is particularly beneficial. For example, you might use an audio to teach people a foreign language, or to provide a guided meditation.

Membership Sites

You can offer access to a “vault” site, an ongoing monthly membership site, or a fixed-term site. It’s best to offer either a fixed-term membership or ongoing membership, because this gives you an opportunity to deliver ongoing content via email. In turn, this lets you build relationships and promote products.

Webinars

The advantage of a webinar is that you not only have a high-value live event, but you can then offer the recordings.

E.G., “10 Tips for Repairing Your Marriage and Falling in Love All Over Again.”

Courses

The idea here is to offer a multipart course by email, which helps train your prospects to open their emails (and lets you showcase your really good content).

E.G., “The Five-Step System for Crafting Cash-Pulling Sales Letters” (where each step is one “lesson” in this course).

Access to a Group

Here you offer access to a forum or Facebook group, which might include peer support and/or group coaching.

For example, you might offer dieters access to a private Facebook group where you do weekly challenges, offer group-coaching, and let members encourage and support one another.

Apps/Plugins/Software

Here you offer some sort of software to help people accomplish a task faster and easier. One benefit is that the more useful your app is, the more people will use it. In turn, they’ll see your links and calls to action often.

For example, you might offer an app to help runners track their miles/times to determine how well they’re progressing over time.

Worksheets

Here you can help people get clearer about problem, or help them decide what steps to take.

For example, “The Home Buyer’s Worksheet: How Much House Can You REALLY Afford?”

Templates

Here’s another tool to help people get a job done faster and easier, as people just need to fill in the blanks.

E.G., “The Ultimate Sales Letter Template.”

Swipes

Here's where you provide a list of ideas or other items for inspiration. For example, you might offer a collection of sales letter headlines, which will inspire copywriters and help them come up with their own headlines.

Checklists

Here you offer a set of steps to help people complete a process or achieve a goal.

E.G., "The Career-Builder's Checklist for Landing the Perfect Job."

Cheat Sheets

This is a one-page summary that includes as many steps, tips and ideas as possible about a narrow topic.

E.G., "The Facebook Ad Cheat Sheet."

Planners

Here's where you teach people how to do something within a specific timeframe.

E.G., "The 30-Day Guide to Starting Your Own Home-Based Business."

Mind Maps

A mind map is a non-linear way of presenting information, which some people find to be more useful than a typical list of steps. This works best for multistep or complex processes.

E.G., "The Home Seller's Mind Map."

Process Maps

This is a map that leads people through a step-by-step process, including what to do at different decision points.

E.G., “How to Decide Whether to Outsource.”

Gear Lists

Here you provide a list of gear or resources that someone in the niche might need.

E.G., “The Definitive Gear List for Membership Marketers.”

Conclusion

As you can see, there are many different types of lead magnets you can use to build your list. As always, do your research to find out what your audience wants, and then create a high-quality product that’s irresistible to your target market.



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