

Want To  
Get More  
People To Join  
Your List?  
Give Them  
These...

# The Ultimate List Of Lead Magnet Ideas

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## Introduction

Are you stuck for lead magnet ideas? Good news... you're about to get unstuck! Over the next several pages you'll find 101 ideas across a variety of niches and types, including reports, apps, mind maps and more. Check them out...

## **Ebook And Reports**

1. [Number] Ways to [Get a Benefit]

*Example: 27 Ways To Boost Your Conversion Rates*

2. The Secrets Of [Getting a Good Result]

*Example: The Secrets of Getting Rid of Garden Pests Naturally*

3. Everything You Ever Wanted to Know About [Topic]

*Example: Everything You Ever Wanted to Know About Buying a New Car*

4. The Beginner's Guide to [Topic]

*Example: The Beginner's Guide to Golf*

5. The Quick and Easy Way to [Get Some Result]

*Example: The Quick And Easy Way To Get Rid of Fine Lines and Wrinkles*

6. How to [Get Some Result] In Just [Short Time Period]

*Example: How to Start a Church In Just 60 Days*

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7. The #1 Way to [Get Some Benefit]

*Example: The #1 Way to Get Rid of Cellulite*

8. What Your [Type of Person] Doesn't Want You To Know

*Example: What Your Real Estate Agent Doesn't Want You To Know*

9. [Number] Easy Steps to [Getting a Benefit]

*Example: Three Easy Steps to Writing Better Sales Letters*

10. The Surprising Truth About [Topic]

*Example: The Surprising Truth About Traveling Europe On A Shoestring Budget*

## **Apps**

11. The Ultimate [Type of] App

*Example: The Ultimate SEO App*

12. The [type/benefit]-izer

*Example: The Conversionizer App For Marketers*

13. The [Type of] Calculator

*Example: The Fat-Loss and Calorie-Counting Calculator*

14. The [Type of] Planner

*Example: The Blogger's Publishing Planner*

15. The [Type of] Generator

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*Example: The Headline Generator App*

## **Planners And Calendars**

16. The [Type of Person's] Weekly Planner

*Example: The Competitive Bodybuilder's Weekly Planner*

17. 30 Days to [Results]

*Example: 30 Days To Your First Novel*

18. The Complete Planner for [Type of Person]

*Example: The Complete Meal Planner For the Low-Carb Dieter*

19. [Get Results] in 24 Hours

*Example: Get More Traffic In 24 Hours*

20. Swipe This [Type of] Planner

*Example: Swipe This Zone 3 Gardening Planner*

## **Mind Maps**

21. The Complete Guide to [Topic]

*Example: The Complete Guide to Growing Beautiful Roses*

22. Seeing [Topic] In a New Way

*Example: Seeing Novel Writing In A New Way*

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23. A Crash Course in [Topic]

*Example: A Crash Course In Hydroponics*

24. An Overview of [Topic]

*Example: An Overview Of Starting Your Own Business*

25. Planning [Topic]

*Example: Planning Your Retirement*

## **Tools: Checklists, Templates, Worksheets, etc**

26. The [Topic/Type] Journal

*Example: The Insomniac's Sleep Journal*

27. The [Topic/Type] Spreadsheet

*Example: The Dieter's Nutrition and Fitness Spreadsheet*

28. The Surefire [Type] Log

*Example: The Surefire Weight-Loss Log*

29. [Get Some Great Result] With This [number] Point Checklist

*Example: Sell Your Home Fast With This 77 Point Checklist*

30. The Ultimate [Topic] Checklist

*Example: The Ultimate RV-Vacation Checklist*

31. The 10-Minute Worksheet for [Getting a Good Result]

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*Example: The 10-Minute Worksheet For Picking a Profitable Niche*

33. How to [Get a Good Result] In [Number of Steps]

*Example: How To Set Up a Blog In Five Easy Steps*

34. [Number] [Type] Templates

*Example: 17 Surefire Sales Letter Templates*

35. [Type] Templates For Every [Occasion, Niche, etc]

*Example: Press Release Templates For Every Occasion*

36. The [Topic] Workbook

*Example: The Debt-Management Workbook*

37. The Step-By-Step Worksheet for [Getting a Good Result]

*Example: The Step-By-Step Worksheet For Planning Your Novel*

38. The [Topic] Quick Start Checklist

*Example: The Product-Launch Quick Start Checklist*

39. The [Topic/Type of] Swipe File

*Example: The Copywriter's Headline Swipe File*

## **Trial Offers**

40. The One-Week [Type Of] Sneak Peek

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*Example: The One-Week Fat-Be-Gone Sneak Peek*

41. [Start Getting A Good Result] With This Free Trial

*Example: Connect With Other Entrepreneurs With This Free Trial*

42. [Product]: \$0 For One Month

*Example: The Home Buyer's Resource: \$0 for 1 Month*

43. Find Out What [Product] Can Do For You

*Example: Find Out What ProfitsVault.com Can Do For You!*

44. [Get A Good Result] – Start Now for Free!

*Example: Save Your Marriage – Start Now for Free!*

## **Video Tutorials**

45. The Five-Minute Guide to [Getting a Benefit]

*Example: The Five-Minute Guide to Fixing Cracks In Your Steering Wheel*

46. A Crash Course in [Some Topic]

*Example: A Crash Course in Training For An Ultra Marathon*

47. The [Topic] Demo That Will Blow Your Mind

*Example: The Lure-Tying Demo That Will Blow Your Mind*

48. [Topic] Made Easy

*Example: Making Money On Etsy Made Easy*

49. [Topic], Explained (In Just Three Minutes)

*Example: Conversion Testing Explained*

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50. The Step-By-Step Process for [Getting Some Result]

*Example: The Step-By-Step Process For Target Training Your Deaf Dog*

51. How to [Get Some Result]

*Example: How To Get Into Graduate School*

## **Gear Lists And Buyer's Guides**

52. The [Type of] Buyer's Guide

*Example: The Marathon Runner's Shoe-Buying Guide*

53. The [Number] Tools Every [Person] Ought To Be Using

*Example: The Seven Tools Every Online Marketer Ought To Be Using*

54. Save Time and Money With These [Type of] Tools

*Example: Save Time and Money With These Writing Tools*

55. What The World's [Best Type of Person] Use to [Get a Good Result]

*Example: The Plugins The World's Best Bloggers Use to Get More Traffic*

56. [Number] [Type Of Resources] You Never Knew Existed

*Example: The 15 Bodybuilding Supplements You Never Knew Existed*

57. The [Type of Person's] Ultimate Resource Guide



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*Example: The Career-BUILDER's Ultimate Resource Guide*

## **Cheat Sheets**

58. The [Topic] Cheat Sheet

*Example: The Business Accounting Cheat Sheet*

59. The Handy Dandy Guide to [Topic]

*Example: The Handy Dandy Guide to Losing 10 Pounds*

60. The Essential [Topic] Guide

*Example: The Essential Home-Birthing Guide*

61. The Printable, Hang-able [Type Of] Cheat Sheet

*Example: The Printable, Hang-able Social Media Traffic Cheat Sheet*

62. [Number] Tips For [Getting a Good Result]

*Example: 17 Tips For Eating a Diabetes-Friendly Diet*

63. [Get a Good Result] With These [Number] Easy Steps

*Example: Get Rid of Back Pain With These 7 Easy Steps*

## **Infographics**

64. The Surprising Way [Something Works]

*Example: The Surprising Way Your Metabolism Works*

65. [Number] Facts and Figures For [Group]

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*Example: 15 Facts and Figures For Social Media Marketers*

66. A Sobering Look at [Topic] [Statistics, Data, Etc]

*Example: A Sobering Look At Drug Addiction Statistics*

67. The Art and Science of [Topic]

*Example: The Art and Science Of Building Muscle*

68. A Close Look At [Topic]

*Example: A Close Look At Cancer*

69. The Amazing Benefits Of [Some Topic]

*Example: The Amazing Benefits of Coconut Oil*

## **Multipart eCourses**

70. The Five-Step Guide to [Getting a Benefit]

*Example: The Five-Step Guide to Getting a Promotion*

71. The Seven Secrets of [Getting a Benefit]

*Example: The Seven Secrets To Younger Looking Skin*

72. One Week to [Getting Some Good Result]

*Example: One Week To a Beautifully Landscaped Yard*

73. The Three Day Crash Course For [Getting a Good Result]

*Example: The Three Day Crash Course For Creating a Bestselling Product*

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74. Five Things You Need to Know About [Topic]

*Example: Five Things You Need To Know About Grooming Your Poodle*

75. Three Easy Steps [To a Good Result]

*Example: Three Easy Steps to Securing Your Computer*

76. Seven Surefire Ways to [Get a Good Result]

*Example: Seven Surefire Ways to Slim Your Thighs*

## **Membership Sites**

77. The [Type of] Vault

*Example: The Marketer's Vault*

78. An Intensive Yearlong Guide to [Topic/Benefit]

*Example: An Intensive Yearlong Guide to a Better Marriage*

79. [Topic]-osophy or [Topic]-ology

*Example: Moneyosophy*

80. [Topic] University

*Example: Dog Training University*

81. [Topic] 101

*Example: Copywriting 101*

82. The Comprehensive Guide to [Topic]

*Example: The Comprehensive Guide To Getting Into Medical School*

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83. The [Topic] Club

*Example: The Social Media Marketer's Club*

## **Webinars**

84. Your [Type of] Questions Answered

*Example: Your Home Remodeling Questions Answered*

85. [Number] [Niche] Experts, [Time Period]: This is [Topic] Simplified

*Example: 5 Financial Experts, 2 Hours: This is Retirement Planning Simplified*

86. Watch This Live [Type of] Demo

*Example: What This Live Carburetor Cleaning Demo*

87. [Niche's] Top Experts Discuss [Topic]

*Example: Copywriting Top Experts Discuss How to Craft the Perfect P.S.*

88. How to Install [Software, Electronics, Etc]

*Example: How To Install WordPress*

89. Learn [Some Topic]

*Example: Learn To Speak French*

90. Become a [Type of] Expert

*Example: Become a Wet-Sanding Expert*

## **Miscellaneous**

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91. The 15-Minute [Topic] Consult

*Example: The 15-Minute Fitness-Competition Consult*

92. Get Your Free [Type Of] Critique

*Example: Get Your Free "Curb Appeal" Critique*

93. Get Your Five Toughest [Type of] Questions Answered

*Example: Get Your Five Toughest Marketing Questions Answered*

94. Personalized [Type of Plans]

*Example: Personalized Training Plans For The Ultra Marathoner*

95. Group Coaching For [Getting Some Result]

*Example: Group Coaching For Becoming a Better Writer*

96. Improve [Some Desirable Thing]

*Example: Improve Your Relationships With Your Children*

97. Learn [Topic/Skill] With This Live Demo

*Example: Learn To Build a Raised Flower Bed With This Live Demo*

98. Test Your [Topic] Knowledge

*Example: Test Your Bible Knowledge*

99. What Do You Know About [Topic]?

*Example: What Do You Know About Balancing Your Diet?*

100. The [Type Of] Toolkit For [Getting Some Result]

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*Example: The Newlywed's Toolkit For Developing a Deeper Relationship With Your Spouse*

## 101. The [Type of] Discount Club

*Example: The Organic Gardener's Discount Club*

### Conclusion

You just uncovered 101 lead magnet ideas, plus I'm betting this list sparked another dozen or more ideas. So what's next? Pick one and get to work creating it!

But, before you do, read this...

**IMPORTANT:** It's worth noting that lead magnets are NOT exclusively to be created for building new lists, but also for monetizing existing lists.

In other words, while you should create lead magnets as "*ethical bribes*" to convince people to ***join your list*** (or those on your main list to join a segmented list)...

...you should ALSO send out lead magnets to your existing subscribers to *presell an offer*.

Example: The very lead magnet you are reading was sent to my own existing list in order to announce the Lead Magnet Central package from which it originated. I was able to promote [www.LeadMagnetCentral.com](http://www.LeadMagnetCentral.com) in the email that was sent to notify subscribers of the free .pdf you are reading, on the download page for the free .pdf you are reading, and inside the .pdf itself.

The purpose of a lead magnet is to get leads, right? Actually, the purpose goes beyond that. The purpose is to get ORDERS. Don't lose

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sight of that. A lead doesn't make you money unless he or she buys something.

Some of the ideas listed previously in this file are great options for getting people to JOIN your list while others might serve your niche better as freemiums to presell your existing subscribers.

***There is no reason why you can't  
have the best of both worlds.***