



13 Highly effective lead magnet ideas to grow your email list

First off, what is a lead magnet?

A lead magnet is an incentive to get people to join an email list in exchange for something. It could be a free PDF, a checklist, an ebook, an audio recording, etc..

Does your business need a lead magnet?

As a business you should have multiple lead magnets from multiple sources. Why use a lead magnet? People consider email to be somewhat personal to them and they don't typically just give their email address out for any reason.

- It should be free and contain good information that solves a real problem.
- Should be short and succinct (not too much info)
- Demonstrates expertise in your niche
- Should be specific and not general
- It should be high value to the customer

You will need to build a capture page and I highly recommend you use [LeadPages](#) – they have a free 14 day trial.

What if I have no idea how to create one?

- 1) **Checklists** – One of the best converting lead magnets are checklists. They are easy to create easy to read and easy to use.



As you can see it doesn't have to be the most amazing looking thing in the world. Simple, to the point and quickly downloadable.

- 2) **Templates** – A template can be anything from a optin page to website design to excel or word. Basically anything that has the outline with the fill in the blanks left.

Home » Resume Templates

Free Resume Templates: Download for Word

Select a professional template to begin creating the perfect resume. Or, keep scrolling to browse our selection of free downloadable resume templates for Microsoft Word.

Technical

KELLY BLACKWELL
Administrative Assistant

CAREER OBJECTIVE
Administrative Assistant with 17 years of experience seeking directly for the CEO of Progress Financial, a Fortune 500 company. Proven ability to manage, coordinate, and execute administrative tasks, and excellent communication skills.

PROFESSIONAL EXPERIENCE

ADMINISTRATIVE ASSISTANT
Aug 2012 - Present
Progress Financial, San Antonio, TX

- Coordinate daily office activities such as appointment setting, travel arrangements, and correspondence.
- Manage the CEO's calendar and schedule.
- Handle all incoming and outgoing mail and ensure timely delivery.
- Coordinate and manage the company's social media presence.

EDUCATION

Bachelor of Arts in Business
May 2008
University of Texas at San Antonio, San Antonio, TX

ADDITIONAL SKILLS

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- Customer Service
- Team Leadership
- Project Management

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Resumecompanion(dot)com offers this, you select the template, go through a series of questions then input your email address to have the template sent to you.

- 3) **Swipe Files** – Swipe files are similar to templates, but with one key difference, you often will just copy/paste to use them. Of course it's better to change it up, but some people get great results just copy and pasting into an email. A swipe file could be headlines, sales copy, social media posts.

FREE DOWNLOAD

The Ultimate Social Media Swipe File

"Copy & Paste" these 72 PROVEN headline formulas to get more clicks from Facebook, Twitter and your own blog...

- 13 "piggy-back" headlines that *ethically align*, your message with trusted brands and authorities...
- 18 "threatening" headlines you can deploy in any market (*be careful with these...*)
- The absolute best headline formula to write... and 44

Where should we send your template?

Are you an agency or marketing consultant?
☐ Yes ☐ No

Do you manage a sales and/or marketing team?
☐ Yes ☐ No

☐ By checking this box, I agree to DigitalMarketer's Limited [Privacy Policy](#) and [Terms and Conditions](#).

GRAB YOUR SWIPE FILE

Digitalmarketer(dot)com has a nice swipe file for 72 proven headlines.

- 4) **Ebook** – the ebook is a very common and well converting lead magnet. They can be about anything you think of, dog training, list building, weight loss. It's usually a 5-15 page PDF that fills a need and leaves them wanting more.



Learn the basics of writing great copy in our free ebook, **Copywriting 101 – How to Craft Compelling Copy**. Sign up below for immediate access:

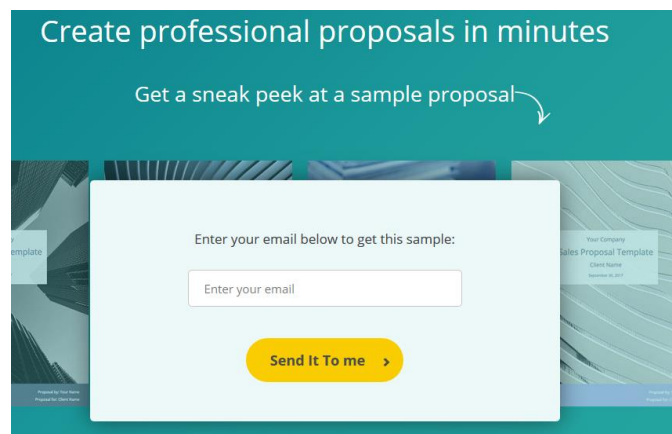
Get access to our free ebook, Copywriting 101: How to Craft Compelling Copy.

Email Address

[Get the Free Ebook](#)

This is an example from copyblogger(dot)com and is a copywriting ebook as their lead magnet.

- 5) **Examples** – Examples are somewhat similar to templates. People are constantly searching for them in just about every industry. Sample – reference page/resume/cover letter/client proposal/scripting, etc..



Create professional proposals in minutes

Get a sneak peek at a sample proposal →

Enter your email below to get this sample:

Enter your email

[Send It To me >](#)

This is from bids sketch which is a proposal software and uses a sample client proposal as their lead magnet.

- 6) **Webinars** – Webinars are an incredible lead magnet. They have a very high conversion rate and often times lead to many sales on conclusion. Webinars typically focus on how to accomplish something and often offer discounts or incentives.


GRAB YOUR SEAT!

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HOURLMINUTESSECONDS



Alex Becker is the CEO of multiple multi million dollar tech companies and USA today best selling author. He has grown multiple business to 7 figure simply with strategic email marketing that you will be seeing in this webinar.

You're Going To See*

- ✓ How we pick the right products that are guaranteed to sell
- ✓ The EXACT SUPER CHEAP Facebook ad targeting to use
- ✓ How to double or triple a stores sales with email marketing
- ✓ The EXACT ads we ran (go in our ad account)
- ✓ A store launching pattern we have used to scale a store to hundreds of sales a day
- ✓ How do all this with as little as a \$5 investment

GRAB YOUR SEAT!

One of the best in the business that I've ever seen regarding using webinars to sell. Alex Becker has this mastered. Check out one of his webinars to see what I mean, go into the funnel and enjoy.

- 7) **Mini Courses** – If you have a course already you can take pieces from it to create a smaller condensed version. If you don't have a course, you can create a mini course a lot quicker while perfecting your larger course. They often consist of weekly emails, audio or video recordings, articles, etc.

THE PINTEREST POWER MINI-TRAININGS

The Ultimate Guide to Traffic, Leads and Sales with Pinterest.

GRAB YOUR SPOT ... FOR FREE!



Think Pinterest is all about Recipes + Sprinkles?
THINK AGAIN.

GET STARTED WITH THE FIRST LESSON RIGHT AWAY!

First Name

Email Address

[YES! SIGN ME UP >>](#)
Keeping your deets safe :) [Privacy Policy](#)

This is a Pinterest mini training course from the website summertannhauser(dot)com I'm sure this leads to a much bigger paid course.

- 8) **Cheat sheet** – They are almost the same as checklists, but give the a process that he or she can follow to accomplish a specific result. Often times it will be headlines or writing posts to go viral.



This is affiliate marketing cheat sheet from drews-review.com. This will often times take away the need to think for blog owners and just follow a 'system.

- 9) **Toolkits** – Toolkits are an upgraded lead magnet. They typically combine multiple files into one, say a small course, an audio file and a template to use. These are great to use when you have an abundance of content.

Growth Toolkit + Quick Wins

Get access to the toolkit I use to grow and manage my 8 figure online business.

Bonus: You will also get my latest growth hacks!

GET INSTANT ACCESS

This is from syedbakhi.com – he offers an incredible toolkit with a lot of good information.

- 10) **Calculators** – Depending on your niche, calculators can be extremely helpful and useful for people. They can be used to design anyone from fitness(big), flooring, real estate, sales, car loan etc.

How long should you run your A/B Test?

Estimated existing conversion rate (%)	<input type="text" value="30"/> %
Minimum improvement in conversion rate you want to detect (%)	<input type="text" value="20"/> %
Number of variations/combinations (including control)	<input type="text" value="6"/>
Average number of daily visitors	<input type="text" value="200"/>
Percent visitors included in test?	<input type="text" value="100"/> %

[CALCULATE TEST DURATION](#)

VWO created a split A/B calculator. You can find sites online that you can create calculators for free.

- 11) **Guides** – When traveling you always want to know the places to go (or avoid) the fun things to do. What to look for in certain areas. You may already know the area or you may have to do a little digging to put the guide together, but people love these. Downloadable guides with checklists and cheat sheets included.

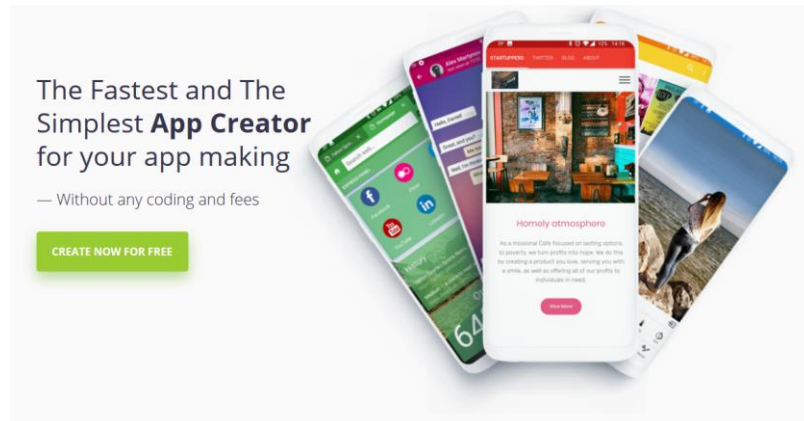
The guide also can be about finding a new apartment, markets, marriage, power tools, the list goes on and on.

Sign up below and I'll send you my best travel tips, tricks, and latest updates right to your inbox and you'll never overpay for a trip again!

<input type="text" value="Your Name"/>
<input type="text" value="Enter your email here..."/>
Yes! I want to save money on travel!
No, thanks!

This is a great one from nomadicmatt.com he has a ton of great advice, as mentioned this the guide niche can expanded quite a bit, don't just think travel.

- 12) **Mobile Apps** – I know it comes off as a bit scary, but with technology nowadays, you don't have to code a single line, they are WYSIWYG – basically drag and drop. You can create a quick app for many different occasions and give it away for free or as part of a toolkit.



App creators like appsgeyser.com make this possible without coding anything. It's more powerful than you think and not used nearly much as it should.

- 13) **Resource List** – These lists are often very valuable because of the amount of time saved. All the research is done. All the best stuff has already been put together and displayed in one place. Best places to get links, best sites for copywriting, best list for guest posting, etc.

18 Best Freelance Websites to Find Work in 2020

If you are a freelancer looking for work, you probably know how exhausting the task can be. However, there are freelance [websites](#) dedicated to helping professionals like yourself find work. In this article, we will list the best freelance websites on the internet.

What are Freelance Websites?

18 Best Freelance Websites to Find Work

1. [Upwork](#)
2. [Fiverr](#)
3. [Toptal](#)
4. [Simply Hired](#)
5. [PeoplePerHour](#)
6. [Aquent](#)
7. [Crowd](#)
8. [The Creative Group](#)
9. [99Designs](#)
10. [Nexxt](#)
11. [Writer Access](#)

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This is from hostinger.com they gathered the best freelance sites. You could create something similar but give more information or guides on how to use the sites, which are the most user friendly, which have the highest clientele.

To recap:

- Checklists
- Templates
- Swipe Files
- Ebook
- Examples
- Webinars
- Mini courses
- Cheat Sheets
- Toolkits
- Calculators
- Guides
- Mobile Apps
- Resource Lists

To build a nice capture page for your lead magnet I recommend you use [LeadPages](https://leadpages.net) – they have a free 14 day trial, cancel at any time.

You will also need an Autoresponder to setup email sequences, the most common ones are:

- Convertkit
- MailChip (Not affiliate friendly, not recommended)
- Aweber

- GetResponse (What I use and recommended for their user-friendly affiliate marketing and customer service. They also offer a free 1 month trial) you can sign up [here](#)

This is a quick-start resources guide to ideas for lead magnets, of course there are hundreds of things you can do out there, these are the ones that worked best for me.

If you have a list or are looking to improve your list building, learn how to do it better and make more money, then learn how make \$200 a day from emailing with no ad spend. [Click here before the price goes up](#)

I hope this list was of use to you.

Take care,
-Eric