



57 Ultimate Lead Magnet Ideas

Useful 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



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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.

- 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
- Roundup
- Newsletter
- Vault/Library
- Audio Version
- Summary/"Cliff Notes" Version
- State of the Industry
- Predictions
- Mind Map
- Recording/Replay
- Audio Book
- SlideShare
- Gated Content Tutorial
- eBook



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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
- Case Studies
- Waiting List
- Early Bird Discount