

Lead Magnets are a great way to get in front of a new audience.

On the next page is a list of lead magnet ideas.

Remember that the lead magnet is the *middle* of a process – not a “standalone” item.

In order to make them work you also have to promote the lead magnet (i.e. with ads) and follow up with those who consume it (i.e. emails and remarketing ads).

Since each of those three steps - promotion, lead magnet, and follow up - will need experimentation and testing, we suggest starting with a lead magnet that requires the least work for the best customer value. For example, do you already have content your potential clients will see as high-value? Or a resource that many people visit on your Web site or from your emails? Start with that!

Also remember – visibility by itself is not usually the goal. What are you trying to accomplish? Typically the goal is acquiring an email address or selling a product. What’s your goal?

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<http://www.messagemedium.com>

Which Lead Magnet Will You Use?

Trial subscriptions	Design Template
Free Sample (product, chapter etc.)	Swipe File
White paper / Report	Script
Survey & Results	Toolkit
Infographic	Free online tool requiring login
Email newsletter	Resource List
Free consultation	Planner / Calendar
Contest or Giveaway	Workbook or Worksheet
Free Webinar	Printable
Checklist or Cheatsheet	Calculator / Spreadsheet
#-day Challenge / email course	Prompts
eBook / short guide / PDF	Facebook Group access
Quiz	Coupon or Discount
Automated Evaluation	Free Shipping
Real-time Assessment	Free Quote
Training / Tutorial Video	Event/Course Waiting List
Gated content i.e. Blog or Videos	

Ideas to Promote Your Lead Magnet – pick at least three!

Facebook or Instagram Ads	In-person event sponsorship
Google Ads	Trade Show
Search Engine Optimization	Influencers
Cross-marketing with a Partner	Banner Ads
Online Event i.e. webinars	Guest posting
Email newsletter	Online PR
Free consultation	Online discussion lists
Contest or Giveaway	Online reviews
Free Webinar	Printable

Try to choose lead magnets and promotion tactics that will be easy for you to manage.

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