

# 70 Irresistible 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
- Demos
- Script
- Toolkit
- Web App
- Resource List
- Calendar
- Plan/Planner
- Worksheet/Workbook
- Printable
- Inspiration File
- Prompts
- Calculator
- Generator
- Spreadsheet
- Recipes

## 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.

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

## **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

## **Bottom of Funnel Lead Magnet Ideas**

Sometimes a prospect hasn't given you their email address yet, but they are already thinking about buying your product. Be prepared for these hot prospects by building lead magnets at the bottom of your funnel.

- Free Trial
- Coupon
- Case Studies
- Waiting List
- Early Bird Discount
- Free Shipping
- Free Consultation
- Free Quote
- Catalog

Create your own Lead Magnet this week!