

12 Lead Magnets Ideas For Your Online Sales Funnel

Follow These 3 Rules For A Successful Lead Magnet

BE SPECIFIC

The more specific you are the clearer it will be to the right target market and more enticing for them to sign up.



16 Weight Loss Recipes You Can Make In Under 5 minutes



Weight Loss Guide

FAST TO CONSUME

Attention spans are extremely short online so get to the value fast.



1-2 page PDF thats easy to read



7 Part Video Series

BE VALUABLE

Your lead magnet is the “taste test”. If it “tastes” bad they won’t want more. Deliver real value to your prospect whether they end up buying or not.



Template or Resource That Can Be Used



First Chapter of Book

1 - CHEAT SHEET / CHECKLISTS

Cheat sheets and checklists work well, because they “feel” more valuable and faster to consume.

They are generally very short (one page or so) and cut straight to an ultraspecific point. Think of making one person with one problem, one single promise!

You can deliver these types of lead magnets as checklists, swipe files, mind maps or “blueprints.”

Here’s an example swipe file that our founder [Carl Taylor](#) uses as a Lead Magnet...



"The Top 24 Email Subject Lines That Got My Emails Opened Last Year (Copy & Paste These For Yourself)"

carl@cartaylor.com.au

DOWNLOAD THIS CHEATSHEET >>

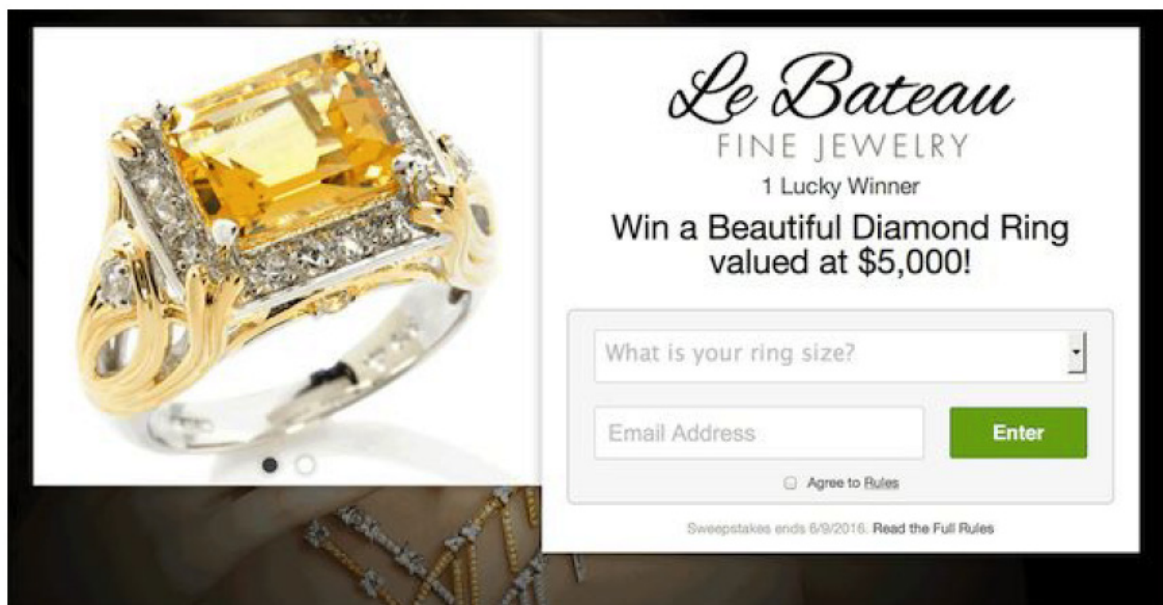
 We hate SPAM and promise to keep your email address safe.

Notice how the swipe file is slightly blurry so it creates intrigue and requires the download to see it clearly..

P.S: Cheat sheets are often easier to create than most other types of lead magnets.

2 – COMPETITION / GIVEAWAYS

If you're a company that sells something that is aspirational this can work great. This is where you give the opportunity to WIN the very thing or something directly related to what you sell.



4 - TOOLKIT / RESOURCE LIST

A Toolkit or Resource List can make a great Lead Magnet for the right business and market.

This company is offering a list of traffic sources.

“Download My Secret List of Over 500 Free & Paid Traffic Sources Absolutely Free!”

Get it Now!

Don't Miss Out!

Traffic Source	Type
Google Adwords	PPC
Facebook Ads	Social
BuySellAds	Display
Warrior FF	Launch
IMSE	FB Group

Enter your best email address...

YES! I Want to Signup & Get a List of the Best Traffic Sources!

No Upsells or One Time Offers after signup. Just a handy list of the best free and paid traffic sources of 2014.

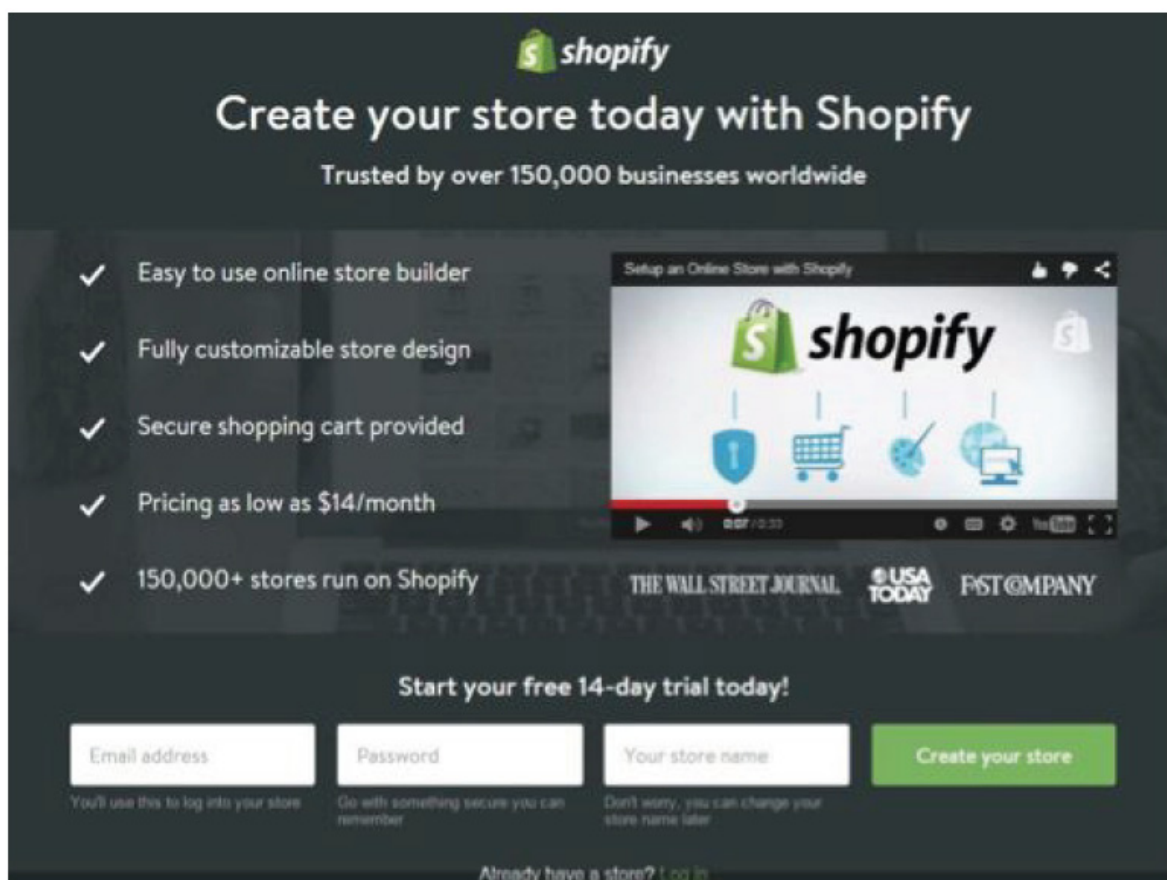
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One successful type of resource list is called a “Gear List” for example if you were a photography training company, you might have a “Recommended DSLR Gear” resource list.

5 – SOFTWARE DOWNLOAD/FREE TRIAL

Software companies often offer a Free Trial of their software as a Lead Magnet.

Here's how Shopify offers free trials



The image shows a screenshot of the Shopify website's sign-up page. At the top, the Shopify logo is displayed. Below it, the main heading reads "Create your store today with Shopify" and a sub-heading states "Trusted by over 150,000 businesses worldwide".

On the left side, there is a list of five benefits, each preceded by a checkmark:

- ✓ Easy to use online store builder
- ✓ Fully customizable store design
- ✓ Secure shopping cart provided
- ✓ Pricing as low as \$14/month
- ✓ 150,000+ stores run on Shopify

To the right of this list is a video player showing a screen recording of the Shopify setup process. Below the video, logos for "THE WALL STREET JOURNAL", "USA TODAY", and "PSTCOMPANY" are visible.

At the bottom of the page, a call to action says "Start your free 14-day trial today!". Below this are three input fields: "Email address", "Password", and "Your store name", followed by a green "Create your store" button. Small text below each field provides instructions: "You'll use this to log into your store", "Go with something secure you can remember", and "Don't worry, you can change your store name later". At the very bottom, there is a link: "Already have a store? [Log in](#)".

6 - DISCOUNT/FREE SHIPPING

For those selling physical products on or offline, discount clubs or Free Shipping offers can be an effective Lead Magnet Type.

CLOSE

JOIN THE LUCKY LIST AND ENJOY 20% OFF

Sign up for Lucky emails today and receive exclusive offers and styles updates direct to your inbox!

* REQUIRED FIELD

FIRST NAME *

REQUIRED

LAST NAME *

EMAIL *


ZIP CODE *

YES! SEND ME UPDATES ON LUCKY KID.

YES! SEND ME UPDATES ON LUCKY PLUS.

SUBMIT

ALREADY A MEMBER? SIGN IN!



7 - VIDEO TRAINING

If it makes sense and you have the skillset, video can be a very effective way to deliver on your Lead Magnet.

Just remember to keep it specific, short and quickly consumable. (ie. one video under 5 mins rather than a 7 part video series)

IncomeDiary.com does this well.

"Do Not Write Another Blog Post Until You Watch This Free Video..."



Watch this free video to learn...

- ✓ How I got over 10,000,000 people to visit my websites.
- ✓ The types of blog post that got me all that traffic.
- ✓ How to get someone else to do it for you!

Where should I send your video?

Watch Instantly!

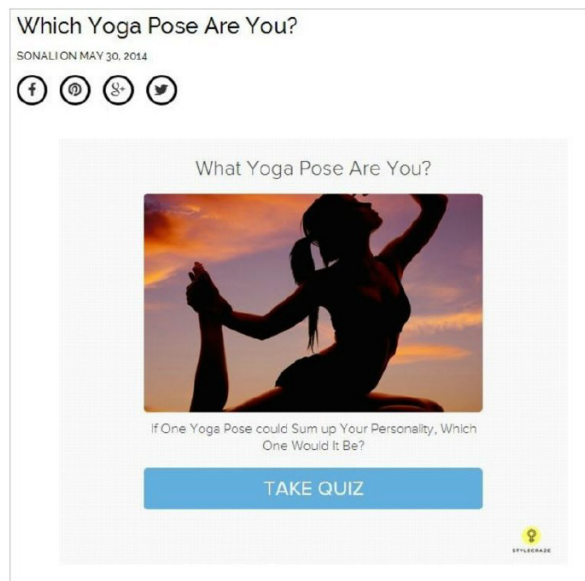
 Your privacy is safe I will never share your information.

8 – QUIZ/SURVEY

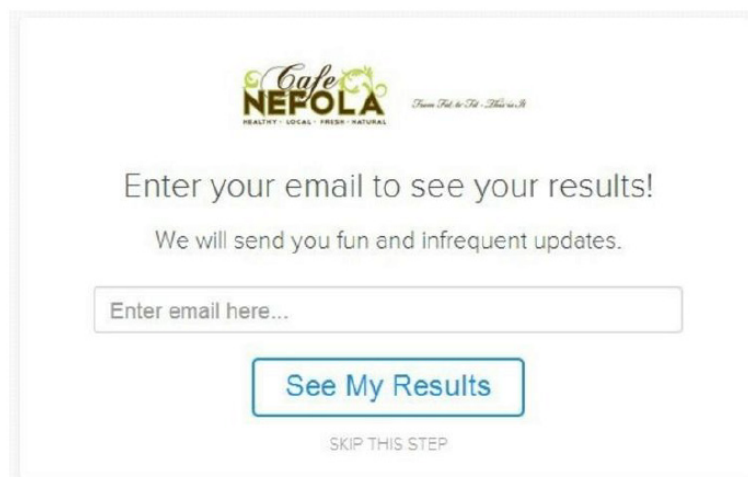
A quiz or survey, the results of which are delivered via email, can be a very engaging way to generate new leads.

You can use tools like [Interact](#) for professional quizzes or wordpress plugins like [Gravity Forms](#) for simpler quizzes.

A quiz is a fun and interactive way to capture new leads.



Once all the quiz questions are answered, ask the prospect to optin for the results.

A screenshot of an email opt-in form for "Cafe Nefola". The logo for Cafe Nefola is at the top, with the tagline "HEALTHY • LOCAL • FRESH • NATURAL" and the slogan "From Field to Table - This we do!". The main text asks the user to "Enter your email to see your results!" and states "We will send you fun and infrequent updates." Below this is a text input field with the placeholder "Enter email here...". A blue button labeled "See My Results" is positioned below the input field. At the bottom of the form, there is a link that says "SKIP THIS STEP".

9 - ASSESSMENT/TEST

An assessment or test, particularly if it is delivered online to increase the speed of consumption and gratification, can make a powerful Lead Magnet.

Hubspot, a company that sells marketing software, has been generating leads with their “ [Marketing Grader](#) ” for years,



The image shows a screenshot of the HubSpot Marketing Grader form. At the top, the HubSpot logo is followed by the text "HubSpot's Marketing Grader". Below this is the tagline "Grade your marketing. Make it better. Outpace your peers." The form consists of two input fields: "Your website URL" and "Your email address". Below these fields is a blue button labeled "Grade Me". To the right of the form, there is a grey arrow pointing to the "Your website URL" field, with the text "Enter your website address and we'll work up a full report on how you're doing with your marketing online."

10 – PRICE LISTS / SALES MATERIAL

In some cases, the most desired piece of information for the market is pricing and descriptions of products or services.

Ikea harvests contact information in exchange for their catalog. And they can deliver it digitally to speed up consumption and gratification.

The screenshot shows the IKEA USA website's sign-up page. At the top left is the IKEA logo and a "Welcome!" message. At the top right is a link to "IKEA USA" and a language selector for "en Español". The main content area is split into two columns. The left column features a blue box with the text "Sign up for the 2015 Catalog now!" and a paragraph explaining that the 2014 catalog was popular and the 2015 one is here with new inspiration. Next to this is a tablet displaying a living room scene. Below this is a green box with a smartphone icon and the text "Want inspiration without the wait? You can download the digital version of the 2014 IKEA Catalog today! Download the 2014 Digital Catalog". The right column contains a sign-up form with tabs for "Sign up" and "Log in". The form asks "Please send me:" with checkboxes for "Inspirational emails and updates" (checked) and "Mobile text messages*". It then asks "Catalog:" with radio buttons for "Digital Catalog", "Printed Catalog", and "Both". Below this, it states "Required fields are in bold" and lists fields for "Email address", "Confirm email address", "First name", "Last name", "Country" (set to US), and "ZIP Code". A "Submit" button is at the bottom.

11 - FREE PRODUCT OR SAMPLE

Not everything has to be digital, sometimes the best lead magnets are a sample of your product, or a low cost product with high perceived value that compliments your other products.

This won't suit everyone, and definitely isn't recommended if you only sell one product.



EverStryke
Permanent Match

\$14.99 **FREE**

12 - WEBINAR / LIVE DEMO

This isn't the kind of lead magnet you would typically start with, but it has proven to be very effective for certain markets. Especially if you are a coach or consultant.

Someone who does this extremely well is our friend Taki Moore at [Coach Marketing Machine](#).

AN ONLINE WORKSHOP WITH TAKI MOORE

MILLION DOLLAR COACH: Escape Time-For-Money Coaching, Add \$20-40k A Month To Your Income, And Join The Top 5% Of Coaches...

[Claim My Spot Now! »](#)

September
03

Thursday
September 3rd
3pm LA • 6pm New York
11pm UK • 8am Sydney (Thurs)



Presented by
Taki Moore

Time left until webinar starts...

17	13	42	20
DAYS	HOURS	MINUTES	SECONDS

You'll Discover ...

- ✓ How to replace manual prospecting with automated marketing, and webinar selling.
- ✓ 3 tell-tale signs that the coaching

Need Help With Landing Pages, Designing Your PDF, Email Autoresponders And More?

Our Experienced Developers & Designers Are Waiting...

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