

Lead Magnet Ideas

1. Weekly Newsletters with your blogs condensed Content
2. Checklist or Cheat Sheet
3. Digital Templates
4. Video Course/ How to
5. Useful Infographics
6. Bundles to a service or product (ie. pictures, photos, resources)
7. A Calendar Specific to your Niche
8. How to Ebook
9. Tool Kit
10. Exclusive Email Challenge
11. Workbook
12. Swipe Files (Where your subscribe can sign up and use the content as their own, they only need to input their own info)
13. Guide (travel, food etc)
14. Teaser to a new blog series
15. Video series
16. Invitation to free webinar or exclusive invite
17. Members only content

18. Discount codes/ promo codes to your favorite sponsors)
19. Free shipping Codes (if you are selling via your blog)
20. Access to Private Facebook group
21. Free Consultation (depending on your niche)
22. Giveaway Entry