

# Lead Magnet Ideas List and Worksheet

Your lead magnet is the offer that entices your reader to sign up for your email list. Use this worksheet and ideas list as a guide when creating yours.

How will your lead magnet solve a real problem your target customer has?

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What is the one main benefit of the lead magnet for the subscriber?

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Is your lead magnet easily digestible, short and a quick read or easily implemented? If not, how can you change it?

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Does it offer high value for them? How?

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## Lead Magnet Ideas List

1. Subscriber-only discounts such as a percentage off coupon.
2. Free shipping.
3. Free webinar access.
4. Access to private FB group or other type of group.
5. Checklists or workbooks.
6. Quizzes.
7. Prompts such as journal prompts.

8. Printables like a grocery list or a calendar page.
9. A popular lead magnet is the toolkit.
10. Template
11. Host giveaways and contests.
12. Use surveys.
13. Short Ebooks or guides.
14. Resources list.
15. Bonus content or packs.
16. Case studies.
17. Challenge.
18. Email course.
19. Behind-the-scenes look or secret access.
20. Video or speaking scripts.
21. Social media blurbs.
22. Calendars or plans.
23. Generator such as a headline generator.
24. Recipes.
25. Gated content.
26. Tutorial.
27. Report.
28. Infographic.
29. Event tickets.
30. Sample chapter.