

# 100+ LEAD MAGNET IDEAS

*the secret to growing your list fast!*

SIMPLE LIVING COUNTRY GAL 

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# 100+ **LEAD MAGNET IDEAS**

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I am a firm believer that anyone can make money on their blogs. Whether you have a popular subject that you write about or a more obscure one, there is always ALWAYS a way to monetize.

For some, ad revenue is the main source of their income. For others, it's affiliate marketing (selling other's products). And still others it is selling their own products. And then there are the lucky ones - those bloggers that are able to develop income streams from a combination of all three.

The trick is finding what works and running with it.

No matter what income stream you choose, email marketing will most assuredly be a part of your plan.

I am not talking about sneaky sales emails or icky tactics. I am talking about giving your readers what they are in search of. Creating targeted products that they will not only love but are willing to pay for.

And how do we go about doing this?

We start at the very beginning. We start by creating and nurturing a dedicated list of targeted readers that are true fans of our blogs.

Readers that will want to read what we have to say and buy what we have to sell.

To do this we need to be intentional about each and every subscriber that joins our list. We need to be selective about who will join us because, after all, you will be paying for each of those subscribers with your email service provider. So making sure those readers are the right fit for you and not just the other way around is important from day one.

Sounds simple right? And it is!

All you need to do is create specific and targeted Lead Magnets that will pull in the exact readers you want. Those readers that are going to stick with you for the long haul and support you with pageviews, comments, or sales.

I get asked all the time, “What is the trick to finding the perfect Lead Magnet for MY readers?” And the answer is a bit more simple than you might think.

I literally take a step back from each and every blog post I write and look at it from a readers perspective. I read every single word in every single line. And as I am doing so, I am making a list of anything and everything I can think of that will support my post and help my reader implement it.

That's it. Simple.....easy.....and magical!!

But maybe it's not so easy for you? Maybe it's a bit of a struggle for you to come up with the perfect fit? Maybe you are falling on the same options over and over again and you desperately need a new idea.

BINGO!!

Then you, my blogging BFF, are in the right place!

Because attached to this incredibly long-winded intro is my go-to list. The same one I refer to when I myself get stuck coming up with a good solid fit. And probably the reason you are here in the first place.

So, how about I stop talking and let you get to it!

But just a few things first.....

This list is set up with checkboxes, so each time you are referring to it you can check off the ones you want to consider for your post. I would tuck it into a plastic page protector so you can use it again and again.

As you are reading just tick off any ideas (or add a new one of your own) as they come, then when you are finished you can go back and pick the very best fit!

Oh, and here is a juicy tidbit I am going to share.....jot down any product ideas that come up as you are going through your list. Because any chance you have to offer a product to a new subscriber is one you don't want to skip over.

Winner Winner!!!

Now, get out there and BE AMAZING!!!

*Tracy Lynn*

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**CHECKLIST** - A list of the main points found in your blog post. A super simple way to make your amazing content mobile for your readers!

- ☐ Money saving tips
- ☐ A list of shopping apps
- ☐ New baby checklist
- ☐ List of items to declutter in your home
- ☐ Crockpot recipes
- ☐ Spring cleaning checklist
- ☐ Grocery shopping list
- ☐ Packing list for a child's sleepover
- ☐ 10 signs you are going into labor
- ☐ What to pack for a cruise
- ☐ A bucket list of any kind
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**CHEAT SHEET** - A summary of your blog post that gives the key points or steps to your readers.

- ☐ Shopping tips to save money at the grocery store
- ☐ How to winterize your home
- ☐ How to set up a command center
- ☐ How to choose a Lawyer

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☐ Metric conversion chart

☐ \_\_\_\_\_

☐ \_\_\_\_\_

**EBOOK** - A more involved Lead Magnet that you should try to keep short and sweet yet full of incredible information.

☐ Recipe book

☐ Money saving tips for every room in your home

☐ Canning basics for beginners

☐ A book on how to housebreak a puppy

☐ A book on new baby tips

☐ \_\_\_\_\_

☐ \_\_\_\_\_

**PLANNER PAGE** - A super simple and great way to give our readers quality content.

☐ Daily planner page

☐ Meal planner page

☐ Weekly chore chart for kids

☐ Exercise daily goals

☐ \_\_\_\_\_

☐ \_\_\_\_\_

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**MINI-COURSE** - A simple and quick way to teach your readers a new skill, lifestyle or program.

- ☐ Yoga for beginners
- ☐ Keto or another diet program
- ☐ Budgeting
- ☐ Raising \_\_\_\_\_ (dogs, chickens, cats, horses, etc.)
- ☐ Tax prep for beginners
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**RESOURCE PAGE** - A list of items you sell or you can recommend that you have an affiliate link for.

- ☐ Homeschool resources
- ☐ Money saving resources
- ☐ Free family activities
- ☐ How to choose a wine for dinner
- ☐ Canning resources
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**A CHALLENGE** - A dripped out email freebie that helps your readers learn, improve, or grow.



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- ☐ Healthy eating challenge
- ☐ Simple living challenge
- ☐ Money saving challenge
- ☐ Debt snowball challenge
- ☐ Spring cleaning challenge
- ☐ Science projects for kids
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**A MINI / SNEAK PEAK** - A look into a product you sell on your site.

- ☐ The first chapter of a book
- ☐ A page from a holiday planner
- ☐ The first section of a video course
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**TIPS LIST** - A list of tips that can be customized for any subject or topic. Usually just one page in length.

- ☐ How to handle insomnia
- ☐ How to apply natural makeup
- ☐ How to deal with a cranky toddler
- ☐ How to deal with a cranky husband

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- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**MINI PLANNER** - A 3-5 paged planner that will help your readers become more organized in your niche.

- ☐ Holiday planner
- ☐ Home planner
- ☐ Budget binder
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**A GUIDE** - An in-depth version of your blog post. An interactive booklet that gives your readers the information they need all in one place.

- ☐ Winter car care
- ☐ Study guide for a homeschool lesson plan
- ☐ How to train your puppy
- ☐ Beginners guide to essential oils
- ☐ How to organize your kitchen pantry
- ☐ How to take perfect pictures with your smartphone
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

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**A FAQ OR INFOGRAPHIC** - A sheet that uses text and photos to explain a topic. Best to create in Canva or Picmonkey this visual aid is a high value Lead Magnet.

- ☐ Homeschool curriculum
- ☐ Recycling for beginners
- ☐ Composting green and brown matter
- ☐ Understanding Gluten free
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**A TEMPLATE** - A customizable sheet that can be filled out and personalized.

- ☐ Calendar
- ☐ Recipe cards
- ☐ Address book pages
- ☐ Invitation
- ☐ Gardening journal
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**SWIPE FILE** - Access to a folder that contains multiple items and forms.

- ☐ Theme party kit

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☐ 100+ lead magnet ideas :)

☐ Bible study kit

☐ \_\_\_\_\_

☐ \_\_\_\_\_

**A WORKBOOK** - A hands-on self-teaching booklet where you use questions and prompts to help your readers.

☐ Goal setting

☐ Gratitude journal

☐ Debt reduction

☐ Grocery shopping for couples

☐

☐ \_\_\_\_\_

☐ \_\_\_\_\_

**A DISCOUNT OR SAMPLE** - If you sell physical products then this is a perfect Lead Magnet for you. A discount is a wonderful way to get folks onto your list and trying out your products. Go one step further and give a Checklist of ways to use this product or item you are discounting!

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**A WORKSHEET** - 1-3 pages of questions and prompts to help your readers accomplish a goal or task.

- ☐ Journal prompts
- ☐ Creating a morning/evening routine
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**A MIND MAP** - A blueprint for dreaming up goals. A one-page sheet that will help your readers create goals and dreams that align for them specifically.

- ☐ My dream home for 2019
- ☐ My dream life for 2019
- ☐ My weight goals for 2019
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**ACCESS TO A FACEBOOK GROUP** - This is a really high-value Lead Magnet that you can also use to sell and promote your products. Be sure to offer value in this group and note what your readers will gain when they join.

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**A STARTER KIT** - Similar to a swipe file but more user-friendly. Organized in a way that your reader can find what they need quickly and easily.

- ☐ Cooking and Math, a homeschool work study
- ☐ Kids and money, a child-friendly budget and other tools
- ☐ Baby shower supply kit
- ☐ Your first dinner party kit
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**A PRINTABLE** - Usually a one paged self-explanatory resource that a reader can use immediately.

- ☐ Grocery shopping list
- ☐ Freezer inventory sheet
- ☐ Babysitter sheet
- ☐ Measurement converter sheet
- ☐ Gift tags - For any holiday
- ☐ Kitchen substitutes
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**DISPLAY PRINTABLE** - Just something for fun, guidance or motivation

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- ☐ Quote
- ☐ Calendar
- ☐ Comic
- ☐ Scriptures
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**SPREADSHEET** - A printable sheet or even an editable one which is great for any readers that do not have access to a printer.

- ☐ Debt repayment plan
- ☐ Budget sheet
- ☐ Password reminder
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**Video Courses** - A very high value Lead Magnet that can easily be upsold into a paid product.

- ☐ How to declutter a pantry
- ☐ Teach your dog to sit
- ☐ How to cook a turkey
- ☐ How to set up a new smartphone
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

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**RESOURCE LIBRARY** - A password protected page where you house similar printables that your readers can use whenever they need to.

- ☐ Homeschool worksheets
- ☐ Craft templates
- ☐ Calendar pages
- ☐ Recipes



## **A few tips to remember when creating opt-in forms and lead magnets.**

- ❑ Choose colors that are not the same as your brand colors. You really want things to stand out so it grabs your reader's attention.
- ❑ Choose titles that pack a punch. Meaning, they really tell your readers what they get and how your freebie will help in just a few magical words.
- ❑ Always ask for your subscriber's first names so you can customize your emails each week.
- ❑ Place opt-in boxes in high traffic areas so you get the most eyes on your lead magnets.
- ❑ Have a sitewide lead magnet that you can offer anywhere on your site.
- ❑ If you offer a digital download, put a picture on your opt-in box. Readers love to see what they are going to get!
- ❑ Use a mixture of opt-in boxes, landing pages, and in-text subscriber links to have more than one chance to grab a new reader.
- ❑ Make sure you have a welcome email ready and waiting for your new reader. Shower them with attention from day one

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so they know you really do care about them. This tip is more important than you think so don't skim over it!

## REMEMBER!

If you need help creating your Lead Magnets, I have a course just for you! Lead Magnet Creation is my video course that walks you through how to create printables in Microsoft Word, Excel and Google Docs and Spreadsheets.

Find out more [HERE!](#)

## But what if you are still stuck?????

If you need more customized help, sign up for Subscriber Success. This is your chance to get a full blog assessment of your opt-in boxes and lead magnets.

Find out more [HERE](#) and get the Lead Magnet Creation course for FREE!!