



# 21 LEAD MAGNET IDEAS

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A lead magnet is something of value you give to a person in exchange for their contact information.

The ideal lead magnet has these characteristics:

- Small or short
- Consumable in just a few minutes
- Solves one, specific, known problem
- Provides quick results
- Has obvious, high value
- Has a great title
- Described with the desired result

The ideal lead magnet should NOT be things like long e-books and courses with solutions to multiple problems. Material like this does not provide quick results.

Lead magnet titles could be "How to ...", "Your audit checklist", "The Top 7 ...", and "6 steps to ...".

If you would like help developing your lead magnet, visit [www.PodcastTalentCoach.com/coaching](http://www.PodcastTalentCoach.com/coaching).

## 21 LEAD MAGNET IDEAS

→ Case Study

→ Checklist

→ Conference Notes

→ Discount

→ Fill-In-The-Blank Form

→ Free Shipping

→ Free Trial

## 21 LEAD MAGNET IDEAS

→ Guide

→ Plug-In/Software

→ Presentation Framework

→ Report

→ Resource List

→ Short Training

→ Short Video Series

## 21 LEAD MAGNET IDEAS

→ Short White Paper

→ Survey/Quiz

→ Swipe Files

→ Template

→ Theme

→ Top 10 List

→ Worksheet