



50 LEAD MAGNETS

EFFECTIVE IDEAS FOR GROWING YOUR EMAIL LIST



Get more tips on creating lead magnets [here](#).

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|----------------|--------------------------|--------------------------|-----------------------------|-------------------------|
| 1. eBook | 11. Video | 21. Audio book/chapter | 31. Members-only resource | 41. Catalog |
| 2. Assessment | 12. Research report | 22. Template | 32. White paper | 42. Discount/coupon |
| 3. Case study | 13. Resource list | 23. Swipe file | 33. Software | 43. Swag/branded gift |
| 4. Cheat sheet | 14. Survey | 24. Slide presentation | 34. App | 44. Comparison chart |
| 5. Checklist | 15. Quiz | 25. PDF of article/post | 35. Newsletter subscription | 45. Software demo |
| 6. Course | 16. Calculator | 26. Spreadsheet | 36. Library | 46. Free trial |
| 7. Guide | 17. Mind map | 27. Transcript | 37. "Recipes" | 47. Free quote |
| 8. Infographic | 18. Process flow diagram | 28. Book preview/chapter | 38. Event ticket | 48. Loyalty programs |
| 9. Tool | 19. Script | 29. Workbook/worksheet | 39. Certification program | 49. Needs analysis call |
| 10. Webinar | 20. Event recording | 30. Calendar | 40. Sample | 50. Coaching session |