



How to Build Your Email List

28 Quality Lead Magnets

Lead magnets are one of the most effective ways to build your email list. The way it works is fairly simple. You create and offer something of value and then give it away in exchange for a person's email address.

Build your list today with the following 28 lead magnet ideas!

Checklist

A checklist in which everything from a blog post, articles or reports is condensed into super actionable steps that can be easily referenced.

Cheat Sheet

A list of guidelines, steps, or processes that can be followed again and again.

Template

A template for a commonly done activity (blog post, type of email, or other item) where blanks can quickly be filled in and also create brand consistency.

Swipe File

A list of things (headlines, email subject lines) that can be copied and pasted.

Example

A completed sample/example of a commonly used item, such as a social media template or graphic design (different than a template, which has blanks).

Script

A fill-in-the-blank script that people can follow when talking to specific individuals (such as potential clients).

Toolkit

A list of all the tools necessary to effectively perform a particular task (such as start a blog).

Free Tool

A useful tool that anyone can use in exchange for their email address (like CoSchedule's Headline Analyzer).

Resource List

A large list of resources that can be easily referenced at any time (such as places that accept guest blog posts)

Calendar

A calendar which helps people plan out tasks(such as a content planner, social media, blogging).

Worksheet

A simple worksheet designed to help someone complete a specific exercise, think through something, or complete a task.

Printable

A well-designed sheet that can be easily printed and then used (such as a camping grocery list).

Inspiration File

A file of inspirational resources to help people when they get stuck or simply need some extra inspiration or motivation.

Prompts

A list of prompts designed to help people think through specific questions and work through challenges (like journaling prompts).

Calculator

A simple calculator designed to help someone easily complete more complex calculations, like determining the value of their house.

Spreadsheet

A spreadsheet that already has calculations programmed into it, making more difficult calculations easy and time effective.

Recipe

A recipe (or list of recipes) related to a specific food plan or diet, such as the Keto or Atkins diet.

Guide

A short document (not as long as an eBook) that still covers a subject in relatively thorough detail.

Report

A detailed report in which you discuss key information related to your industry or business.

Educational Video

A video or series of videos in which you give your expert knowledge on a specific subject.

Webinar

An in-depth video/webinar which provides your prospects with significantly valuable information regarding a specific subject.

Email Course

A free course on a particular subject which you deliver via email.

Free Coaching Session

A quick coaching/consulting session where you help a person work through a particular issue.

Predictions

A list of your expert predictions related to your industry or business.

Recording/Replay

A video replay of a webinar you've done, thus allowing your prospect to still access the valuable information.

Audio Book

A downloadable audiobook related to your business or industry.

EBook

An in-depth eBook that covers a particular subject in detail.

Tutorial

A step-by-step guide through a particular task or process, designed to make learning it as easy as possible.