

The purpose to this worksheet is to help you decide on your email list opt-in lead magnet. This is going to be instrumental in your success as an email marketer and will allow you to think through your program before ever spending money on an email marketing platform.

Email List Opt-in Lead Magnet

When you have an email list, it's incredibly important that you have an email list opt-in lead magnet. This is the "perk" or "teaser" that you give to your website visitors to entice them to join your email list. Below is a list of potential lead magnet ideas along with a few short questions to help you determine what the right lead magnet will be for your list. Simply choose the business model below that best describes you and go from there.

Consulting and Expert Businesses

The lead magnet ideas below work for an individual who sells their ideas and advice for a fee. This includes trainers, consultants, bloggers, coaches, and anyone else who does something where their ideas and advice are worth a monetary fee.

- Free education (in any format)
- Free course / webinar
- Assessment or test
- E-books and whitepapers
- Mini courses via email
- Video or video series
- Audio recording, podcast

E-commerce

Now we move into lead magnet ideas for e-commerce based websites. This type of business than others in that your main goal is typically focused on getting users to make their first purchase. The lead magnet's below reflect that goal, but also give ideas for informational content you can offer.

- Educational content on how to achieve / build stuff with what you sell
- Free coupon
- Free shipping
- Free gift with the first order
- Guide to saving money when shopping for X

- Exclusive Membership to platform
- Educational material related to how they can solve a problem with your product(s)

Local Service-Based Businesses

The below lead magnets are for local business that provide a service. This could be a veterinarian, accountant, salon owner, plumber, mechanic, or anyone else who exchanges money for labor.

- Free coupons
- Educational content for DIY projects
- How to be a smart buyer of [Topic]
- Things you need to know before buying [Topic]
- Free online tools such as an online calculator, hair style simulator, car diagnostic tool, etc.

Software

The last common type of business that has an online presence is a software company. It doesn't matter what the software is, what matters is that you have a platform that you want people to use.

- Free trial
- Freemium account
- Free Demo
- Get the user into the platform to get them engaged and then ask them for an email to save their progress

What Lead Magnet is Right For You?

Now that you have some ideas about lead magnets, it's time to figure out what yours should be. Answer the questions below and you'll be able to determine what is the best lead magnet for you.

Q: What are three of the most common problems/issues that your website audience has?

Answer A: _____

Answer B: _____

Answer C: _____

Now that you have these answers written out, circle the answer "A", "B", or "C" for the following questions:

1) Q: Which problem or issue is the one that you can help them solve the fastest?

A

B

C

2) Q: Which problem or issue do you think is the most common for your audience?

A

B

C

3) Q: Which problem or issue do you feel most comfortable writing/speaking about?

A

B

C

4) Q: Which problem or issue do you feel is the most realistic to able to solve with content?

A

B

C

5) Q: Which problem or issue will have the biggest impact for your audience?

A

B

C

Reflect on your answers and take a moment to confirm that you have chosen correctly. Once you have, sum the total point values assigned to each letter. (Example: A=2 points, B=3 points, C=6 points)

Question 1 Value = 2 points

Question 2 Value = 3 points

Question 3 Value = 1 point

Question 4 Value = 2 points

Question 5 Value = 3 points

The letter with the highest point value is _____

The highest point value is your best option for a opt-in lead magnet. Now you need to think about what delivery method you'd like it to be. Remember, sometimes too much content can actually work against you. It's much easier to read a top ten list or review a quick checklist as opposed to watch an hour of high quality video. This is something that you have to figure out on your own, but just choose the content you're most comfortable with creating and get to work.