

Lead magnets are a series of free knowledge gifts we offer to our target audience inviting them to take the next call to action. What we offer is usually a portion of our knowledge, that aligns with, and is therefore appreciated by, our potential client. Let's remember to keep the content cleanly branded, with a clear next step, along with our contact information.

### Mix and Match to Find Your Best Options

TARGET AUDIENCE	OFFERS	TRIALS	LIVE VIDEO & WEBINAR	CONTESTS & QUIZZES	APPS & WIDGETS
• <b>Client</b>	o Coupon	o Free Trial	o Free Webinar	o Quiz	o Mobile App
• <b>Customer</b>	o Discount	o Email Course	o Sample Audio	o Survey	o Web App
• <b>Guest</b>	o Free Shipping	o Event Tickets	o Sample Video	o Challenge	o Calculator
• <b>Parent</b>	o Free Quote		o Recording/Replay	o Giveaway	o Generator
• <b>Patient</b>	o Catalog Request			o Assessment	o Game
• <b>Patron</b>	o Comic Strip				
• <b>Member</b>	o Quotes				
• <b>Resident</b>	o Desktop Wallpaper				
• <b>Shopper</b>					
• <b>Student</b>					
• <b>Visitor</b>					

  

USEFUL CONTENT					
o Waiting List	o Checklists	o Toolkit	o Inspiration File	o Slide Share	
o Membership Portal	o Resource List	o Calendar/Plan/Planner	o Recipes	o Transcript	
o Facebook Group	o Mind Map	o Worksheet/Workbook	o Predictions	o Mini Lesson	
o Slack Group	o Infographic	o Scripts & Swipe Files	o Interview	o Audio Book	
o Manifesto	o Prompts	o Examples & Case Studies		o eBook	
o Sample Chapter	o Summary Note	o Spreadsheet		o Newsletter	
o Free Book + Shipping	o Guide	o Report			
o Gated Content	o Tutorial	o Frameworks & Templates			
o Vault/Library Access					

TYPE	SPECIAL OFFER	FREE TRIAL	CONTENT	LIVE DEMO	WEBINAR	CONTESTS	QUIZZES	WIDGETS
<b>CALL TO ACTION</b>	Try it NOW!	Try it Yourself	Learn	See for Yourself	Learn	Compete	Discovery	Compare
<b>PAIN OR PLEASURE POINT</b>	Urgency + Desire to Test & try	Desire to test & try	Needs to know more	Wants to see product working	Desire to know more	Wants to win	Curious to know more	Needs to Compare Specs
<b>BEST FOR</b>	All	Service	All	Product	Service	Product	Service	All
<b>COST TO DEVELOP</b>	\$	←-----→						\$\$\$

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How did you feel when you discovered this HandyGuide® resource?

Eager • Relieved • Grateful perhaps?

Now imagine generating that feeling with YOUR target audience.

If you'd like . . . let's chat about best marketing conversion tool for you to build interest, authority & trust for higher engagement on your website.

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