



Awesome **LEAD MAGNET** **Ideas Generator**

Brought to you by Yoon Cannon
www.ParamountBusinessCoach.com
Yoon@ParamountBusinessCoach.com

PUBLISHED BY:

Yoon Cannon
Founder, Paramount Business Coach

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www.ParamountBusinessCoach.com



ABOUT YOON CANNON

I help entrepreneurs attract high-end clients and build high-performing teams, so you can create a thriving business and life you love!

Since 1992 I've started & sold 3 businesses in B2C & B2B markets. My mission is to help you shortcut your success. Download my free cheat sheets to boost sales at <https://ParamountBusinessCoach.com/>

For more info call (215) 292-4947

THE WALL STREET JOURNAL. **Entrepreneur**. **CNN** Fortune **Money Inc.**

Awesome Lead Magnet Ideas Generator

Different types of lead magnets you can use to help you generate leads to your business 24/7.

USEFUL-TIME SAVING

Useful lead magnets help save your user time, energy, money, and more.

This type of lead magnet is the most irresistible of all the types because it's a "silver bullet": one specific, actionable solution to a problem that is easy to digest.

COMMUNITY BUILDING

Communities are places where businesses can have a dialog with their users, as well as places where users can interact with each other.

EDUCATIONAL

Educational lead magnets teach users about a specific topic that is highly relevant to your offerings.

These lead magnets position you as the authority in your industry.

ENTERTAINING

Some lead magnets don't need to be particularly useful or educational.

They can simply entertain.

BOTTOM OF FUNNEL

Sometimes a prospect hasn't given you their email address yet, but they are already in Stage 4 in the Buyers Awareness Cycle and actively looking to buy.

Be prepared for these hot prospects by building lead magnets at the bottom of your funnel.

CASE STUDIES

Case studies are a great way to appeal to prospects in Stage 4 of the Buyers Awareness Cycle. It's best to feature your case studies by industry/niche.

Your Resource Checklist

Brief description of the key benefits of this checklist...

USEFUL-TIME SAVING

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- | | |
|--|--|
| <input type="checkbox"/> Calendar Plan | <input type="checkbox"/> Prompts |
| <input type="checkbox"/> Calculator-Estimate | <input type="checkbox"/> Recipes |
| <input type="checkbox"/> Cheat Sheet | <input type="checkbox"/> Resource List |
| <input type="checkbox"/> Checklist | <input type="checkbox"/> Scripts |
| <input type="checkbox"/> Examples | <input type="checkbox"/> Swipe File |
| <input type="checkbox"/> Generator Spreadsheet | <input type="checkbox"/> Template |
| <input type="checkbox"/> Inspiration File | <input type="checkbox"/> Toolkit |
| <input type="checkbox"/> Planner Worksheet | <input type="checkbox"/> Web App |

COMMUNITY BUILDING

Communities are places where businesses can have a dialog with their users, as well as places where users can interact with each other.

- | | |
|--|--|
| <input type="checkbox"/> 7-Day Challenge (21-Day; 30-Day, etc) | <input type="checkbox"/> Limited Time Access to Mastermind Group |
| <input type="checkbox"/> Closed Facebook Group | <input type="checkbox"/> Limited Time Access to Membership Site |
| <input type="checkbox"/> Closed LinkedIn Group | |

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- Audiobook
- eBook
- Educational Audio or Video Lesson
- Email Course – Video Course
- Event Tickets
- Free Book + Shipping
- Free Coaching Session
- Gated Content Tutorial
- Guide
- High End Newsletter
- Infographic
- Mindmap
- Recording-Replay
- Special Report
- Vault / Library
- Webinar
- Comic Strip
- Desktop-Wallpaper
- Mobile App - Game
- Quiz Survey Giveaway
- Quotes

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- Coupon
- Early Bird Discount
- Free Catalog
- Free Consultation
- Free Quote
- Free Trial

CASE STUDIES

Case studies are a great way to appeal to prospects in Stage 4 of the Buyers Awareness Cycle. It's best to feature your case studies by industry/niche.

- Case Study Explained in Audio
- Case Study Explained in Video
- Case Study PDF
- Case Study Slide Deck

8 Keys to Making Your Lead Magnet Irresistible

Make sure that your lead magnet does these 8 things ...

1

Solves a real problem.

2

Promises one quick win.

3

Super specific.

4

Quick to digest.

5

High value.

6

Instantly accessible.

7

Demonstrates your expertise.

8

Looks professional.

BONUS

Make it easy to print.

Make sure it's sized properly for print.

Make it easy to share.

Add social media share buttons.

Make it easy to contact you.

Clearly identify the next easy step they should take.