

# 40 LEAD MAGNET IDEAS

- **Video training**
- **Workbook**
- **Case study**
- **Webinar (live or recorded)**
- **Slides**
- **Tutorial**
- **Audio Download (playlist, podcast, audiobook, meditation, etc)**
- **Sample chapter of a book**
- **E-book**
- **Mini course**
- **Cheat sheet**
- **Checklist**
- **Free strategy session**
- **Printout**
- **Journal prompts**
- **Scripts**
- **Plug-and-play templates**
- **Calendar**
- **Challenge**
- **Planner**
- **Step-by-step guide**
- **Discount/promo/coupon code**
- **System overview**
- **Audit**
- **Course access**
- **Live workshop**
- **Gift guide**
- **Presets (photo)**
- **Quiz**
- **Survey**
- **Demo**
- **Virtual event**
- **Free trial**
- **Bonus bundle**
- **Resource guide (pro tip: include affiliate links)**
- **Access to a private community**
- **Swipe file or copy assets**
- **Spin-the-wheel pop-up**
- **Newsletter sign up**
- **Report**