



LIST BUILDING RESOURCE LIBRARY

The Ultimate Guide to Choosing the Right Lead Magnet for Your Audience

BY AMY PORTERFIELD

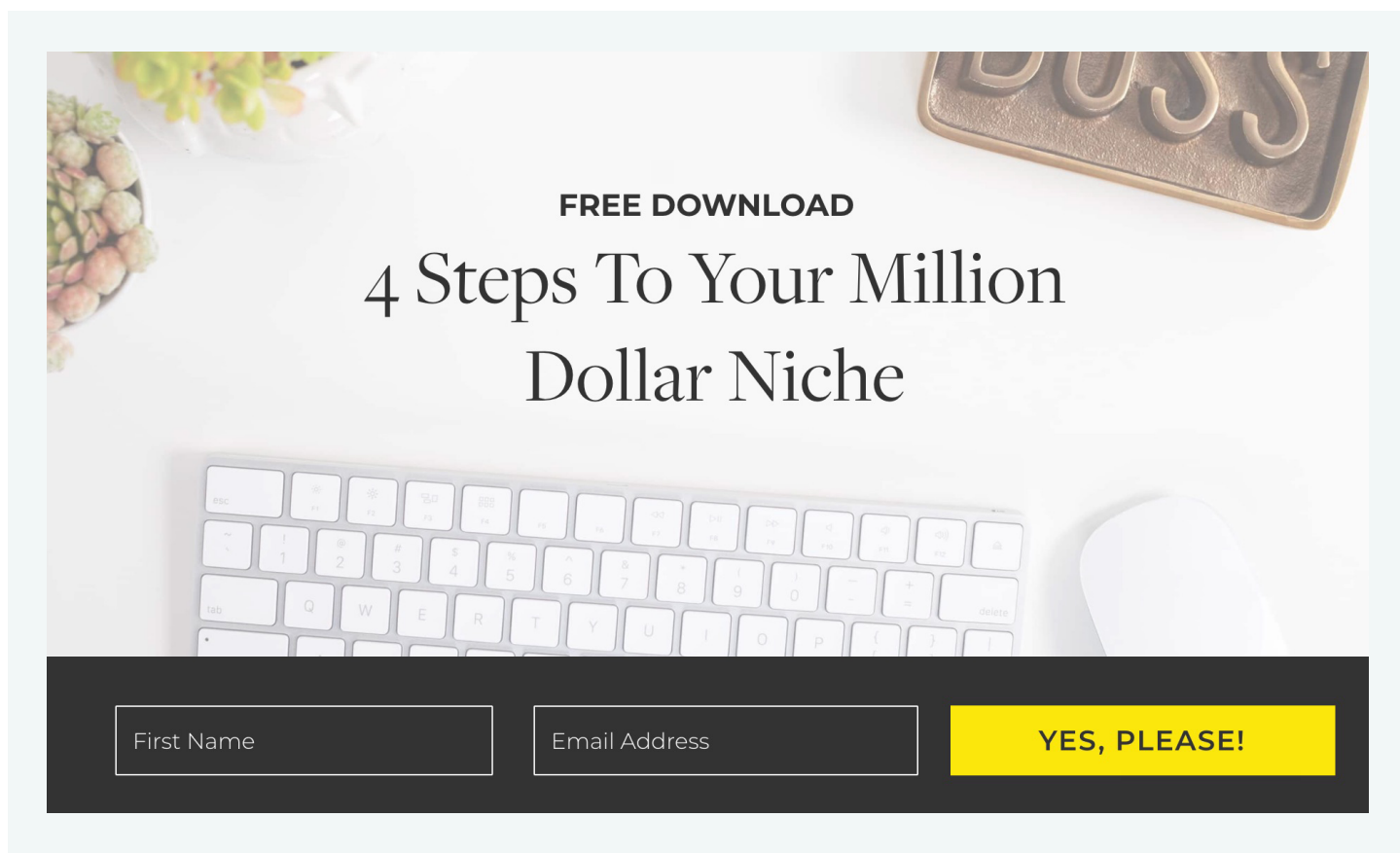


Your list is such an incredibly powerful resource as an online business owner, one that surpasses social media or any other efforts that you can make online. An effective lead magnet is a HUGE part of your list-building efforts. Now—how do you know what kind of lead magnet to create? In this guide I walk through the [seven types of lead magnets I mention in Episode #214](#). Go through one by one and decide which opt-in is right for you, your audience, and your business overall.

#1: CHEATSHEET

What is it? It's a series of pages that offers steps, examples, and lots of imagery to help illustrate a strategy.

Example: I have an opt-in called 4 Steps To Your Million Dollar Niche, where I walk you through strategies like market research, creating a value statement, identifying your overall market, to help you narrow down your target market.



FREE PDF DOWNLOAD

4 Steps To Your Million Dollar Niche

Raise your hand if you get tripped up defining your niche with full confidence. Well, my friend, you're not alone.

I hear it all the time from entrepreneurs ... "I feel stuck because I'm just not certain what my niche is!"

I'm here to tell you that this is about to become a thing of the past, and after you're done with this guide, you'll be feeling hyper clear about the niche you are serving.

[GET IT NOW!](#)

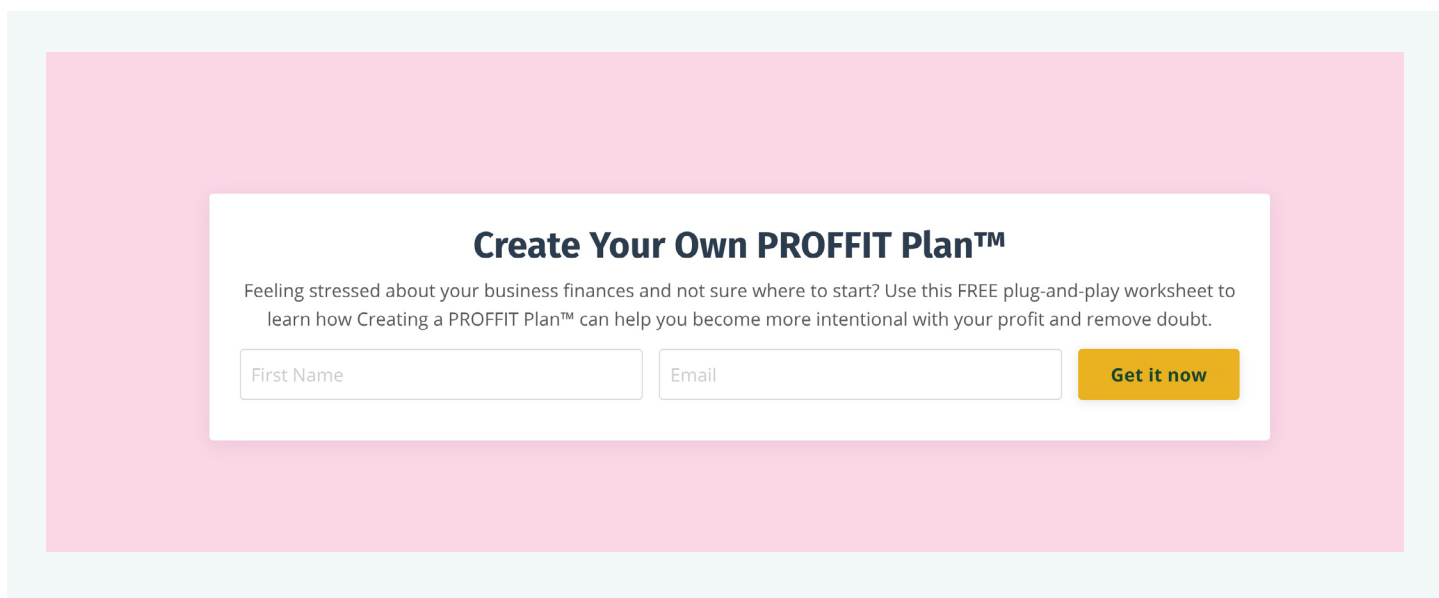


PROS	CONS
<ul style="list-style-type: none">➔ Quick-read and simple to digest➔ Easy to use shots of information➔ Eye-catching design	<ul style="list-style-type: none">➔ Can't really go too deep➔ Mostly quick hits

#2: WORKBOOK

What is it? It's a series of pages that offers steps, examples, and lots of imagery to help illustrate a strategy.

Example #1: My student, Jamie Trull has her Create Your Own PROFFIT Plan workbook, which walks you through plug-and-play sections with prompts along the way to help you become intentional about your profits.



The image shows a screenshot of a lead magnet form. The form is centered on a light pink background. It has a white title 'Create Your Own PROFFIT Plan™' and a short paragraph of text. Below the text are two input fields for 'First Name' and 'Email', and a yellow 'Get it now' button.

Create Your Own PROFFIT Plan™

Feeling stressed about your business finances and not sure where to start? Use this FREE plug-and-play worksheet to learn how Creating a PROFFIT Plan™ can help you become more intentional with your profit and remove doubt.

First Name

Email

[Get it now](#)

Example #2: In my lead magnet for Episode #210, Your Life & Business Lessons Worksheet: Putting Action to What Matters Most, I walk through the five lessons I've learned from one of my virtual mentors, TV powerhouse Shonda Rhimes.



PROS	CONS
<ul style="list-style-type: none">➡ A ton of perceived value—you're not only sharing content, but making it applicable and actionable➡ Great opportunity to share resources that you can use as affiliate links	<ul style="list-style-type: none">➡ More of an investment of time and effort for your potential customer➡ No quick-hits; needs work to be put in by the audience

#3: GUIDE

What is it? A narrative where you can lead your potential customers through a story, and then stack the value throughout.

Example #1: My student, Tasha Cochran has a guide, The 10 Ways Online Businesses Make Money, where she shares the ten most common ways to make money online and then walks you through creating a plan for growing your business and profits.

ONE BIG HAPPY LIFE

The 10 Ways Online Businesses Make Money

There are unlimited ways to make money online, but they all fall into ten basic categories.

This free guide will walk you through all ten and get you on your way to creating a profit plan for creating and growing an online business that will give you that freedom you've been dreaming of.

GIVE IT TO ME!



Example #2: My peer, Stu McLaren has a guide, Launch A Successful And Profitable Membership Site where he walks you through the exact steps it takes to build a successful online membership business.

FREE GUIDE

Launch A Successful And Profitable Membership Site

You'll learn the exact steps to take to build a successful membership business around what you already know, love, and do! Ready to reclaim your time and attract a community of paying members?

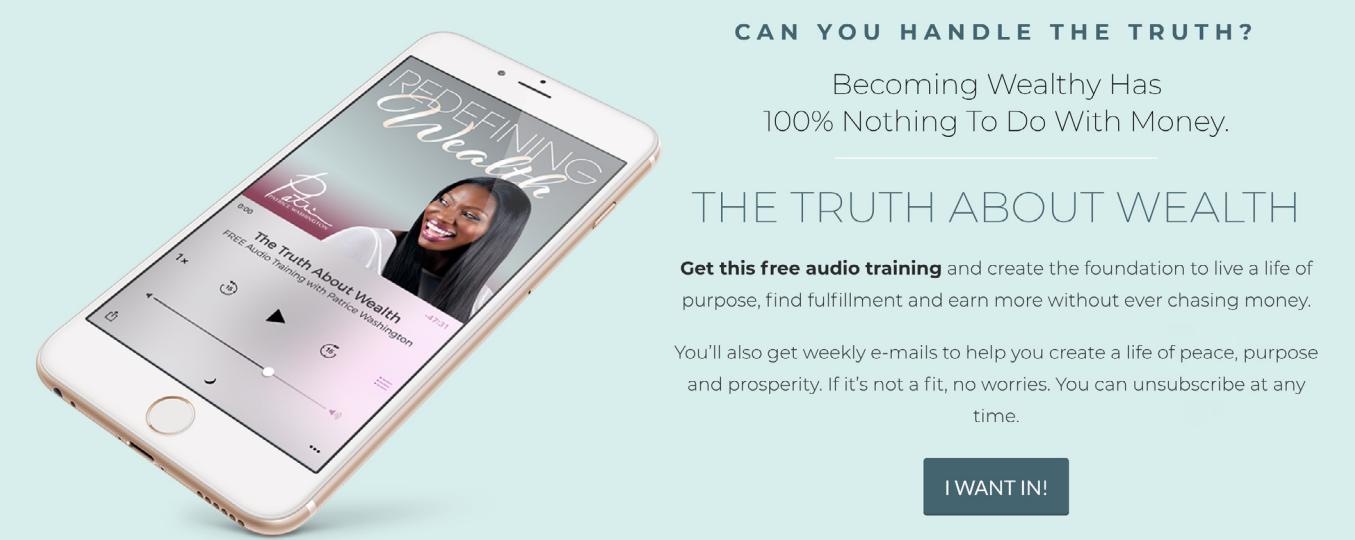
[Download Your Free Guide](#)

PROS	CONS
<ul style="list-style-type: none">➡ Off the charts value!➡ If well-done, will make someone say: I can't believe this is free!	<ul style="list-style-type: none">➡ Time consuming to put together➡ You have to be careful not to make it too long or heavy

#4: VIDEO OR AUDIO

What is it? A video or audio training where you are giving visitors the opportunity to hear or watch a piece of your core content.

Example: Patrice Washington offers an audio training on The Truth About Wealth that's a fantastic introduction and educational resource about who she is and what she's all about, like how to earn more without chasing money.



CAN YOU HANDLE THE TRUTH?

Becoming Wealthy Has
100% Nothing To Do With Money.

THE TRUTH ABOUT WEALTH

Get this free audio training and create the foundation to live a life of purpose, find fulfillment and earn more without ever chasing money.

You'll also get weekly e-mails to help you create a life of peace, purpose and prosperity. If it's not a fit, no worries. You can unsubscribe at any time.

I WANT IN!

PROS	CONS
<ul style="list-style-type: none">➞ Has a higher-perceived value➞ Convenient way for your potential student to absorb content➞ Great way to connect with your audience on a different level➞ Awesome way to talk about you that doesn't seem salesy or pushy	<ul style="list-style-type: none">➞ More work➞ Could possibly cost more money➞ Less sharing potential (v. sending a PDF)

#5: CHALLENGE

What is it? It's an activity of sorts where you are challenging your audience to do something every single day for 7-10 days.

Example: My dear friend, Jasmine Star has a 5-day Instagram Challenge where she gives you "Instassignments," or themes for each of the days to take action on. For example, on Challenge Day #2, she asks you to post about someone in your life who helped get you where you are today.

JASMINE STAR

Your Customized Instagram Growth Strategy is HERE!

For 5 days, I'll share secrets to real engagement by knowing what to post, what to say, and how to say it.

Friend, it's time to learn how to attract your dream customers on Instagram!

This Instagram Challenge is FREE...as long as you agree to show up ready to have fun and hustle for your *Instagram goalz*.

[Yes, with a 'z' because we're gangster.]

[Sign me up for the Instagram Challenge!](#)

By joining this free challenge and the community, you're also signing up to receive future emails, videos, newsletters, and special offers. You can unsubscribe at any time by emailing help@jasminestar.com.

PROS	CONS
<ul style="list-style-type: none">➔ When done right– it’s one of the most effective list builders, attracting people who aren’t necessarily in your tribe.➔ Easy for people to share with friends and get others involved.➔ You can share more about your personality, your teaching style and brand.	<ul style="list-style-type: none">➔ Is a huge investment of time and energy.➔ Needs a well-thought of (and executed) plan, strategy and focus.

#6: QUIZ

What is it? Quick (and most of the time, fun) questionnaires that ask a series of questions (I recommend no more than 10) and then provide those who opt-in with their email, their segmented results.

Example: The queen of quizzes, Chanti Zak offers this well-thought out and honest quiz on her website. The results guide people to what type of quiz they should create for their business and why.

What Type of Quiz Should You Create for Your Online Biz?

Take the 45-second quiz and get your custom quiz strategy setlist and a personalized backstage pass to more groupies (leads), ticket sales (conversions), and Rolling Stone covers (visibility)

TAKE ME TO THE QUIZ... IM WITH THE BRAND!

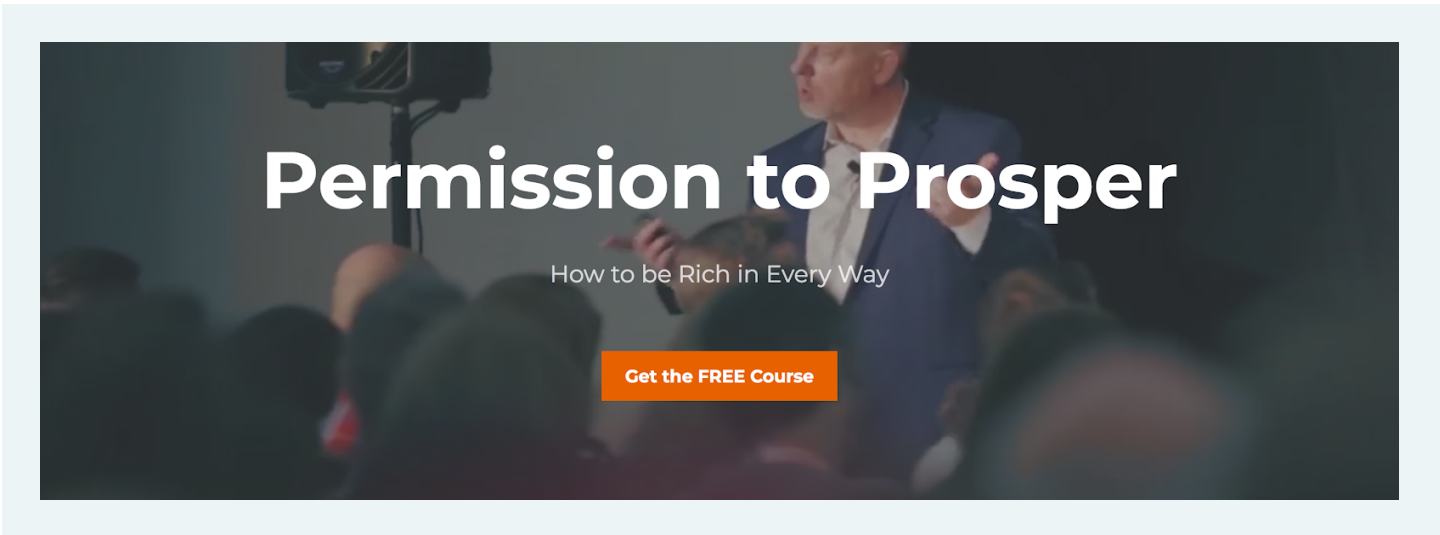
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To learn more about creating your own quiz, check out episode [#373: Quiz Creation 101: Everything You Need to Know About Using the Most Effective Lead Magnet with Chanti Zak.](#)

#7: FREE COURSE

What is it? A free mini-training.

Example: My good friend and copywriting genius, Ray Edwards, has a free course, Permission to Prosper. You get access to a few videos about how to create a business based on your ideas, as well as a glimpse into how he teaches and his skill set.



PROS	CONS
<ul style="list-style-type: none">➔ Get a glimpse of what you (client/student) might pay for, and get, down the road.➔ Amazing set-up for going further with you	<ul style="list-style-type: none">➔ Extra time-consuming➔ May leave audience unsatisfied by it's short nature➔ Or may leave audience feeling like they're "good" and don't need to buy anything right now.

Now, I just delivered a lot of options! You have to think about what's right for you and your audience... but once you figure out which one is right for you, it's time to hit the ground running!