

The Lead Magnet Idea Generator

54 Types of Lead Magnets to
Grow Your List



results
JENNROBBINS

The quote "If you build it, they will come." is often thrown around in the online business world. But what they don't say is how important IT is.

There are literally thousands of lead magnets available these days, so standing out is KEY.

That's why I created this lead magnet idea generator to help you see all the different kinds of lead magnets that exist.

Now, how do you choose which one is right for you? Well, the short answer is you don't. You choose which one is right for YOUR AUDIENCE.

That's right. It doesn't matter what you would use, it matters what your ideal client would use. So start doing some research and decide which of these 50+ ideas is right for your business. Have questions? [Ask in my free Facebook group!](#)

— Jenn Robbins



Oh, and maybe you're wondering who I am! Lemme tell ya:

I'm Jenn Robbins, the Funnel Stylist

I help online entrepreneurs grow their audience, sign more clients, and sell more digital products with high converting sales funnels. With more than a decade of experience, I offer funnel strategy and copywriting services to 1:1 clients, as well as training and support through workshops and programs! Because a good funnel is like the perfect little black dress: versatile, classic, and best when tailored to fit YOU.

I live in a small town outside of Oklahoma City with my husband and our two daughters. Find me on Instagram at thejennrobbins or at my website jennrobbins.com

1. Audio Book
2. Affirmations
3. Calculator
4. Case Studies
5. Challenge
6. Checklist
7. Cheat Sheet
8. Content Vault
9. Desktop Wallpaper
10. eBook
11. Email Course
12. Event Tickets
13. Facebook Group
14. Free Coaching Session
15. Free Consultation
16. Free Quote
17. Free Trial
18. Gated Content
19. Generator
20. Giveaway
21. Guide
22. Infographic
23. Manifesto
24. Mantras
25. Meditations
26. Membership Site
27. Mind Map
28. Mini Course
29. Mobile App
30. Phone Wallpaper
31. Plan/Planner
32. Printable Inspiration File
33. Private Podcast
34. Prompts
35. Quiz
36. Quotes
37. Recipes
38. Report
39. Resource List
40. Roundup Newsletter
41. Script
42. Slack Group
43. Spreadsheet
44. State of the Industry Predictions
45. Stock Photos
46. Summit
47. Survey
48. Swipe File
49. Template
50. Toolkit
51. Tutorial
52. Waiting List
53. Webinar
54. Worksheet/Workbook

Have you had enough? Or are you thirsty for more?

Now that you have an idea of what lead magnet you want to create it's time to create your list-building funnel. Check out Funnels 101: The Mini-Course for more!



Funnels 101: The Mini-Course

This mini-course is designed to take you from “WTF is a funnel?!” to “I’ve got this!” with five short modules (each video is 10 minutes or less!). You also get access to my Facebook group and a private audio feed so you can listen to the lessons on the go if you'd like!

If you're ready to:

- Finally understand what a funnel is
- Discover the 3 funnels every business needs
- See actual funnel maps for each funnel

Then Funnels 101: The Mini-Course is for you! Get it today for only \$7.