

Top 10 Lead Magnets to Build Your Email List



Website Love

[website.com.au](http://www.website.com.au)

What is a “lead magnet”

- Something free that you give away to prospects in exchange for their contact details
- It should help your prospect get a fast result
- When possible be specific about who it is for and who it helps so you prequalify someone up front
- It should easily lead people into the next steps they can take with you to become a client

**GET 15 DELICIOUS AND EASY TO
MAKE RECIPES FOR HEALTH,
HAPPINESS AND CLEAN LIVING
IN THIS GORGEOUS LITTLE
DOWNLOAD.**

PLUS get our
bonus
Weight Loss
Visualisation
MP3!



FIRST NAME

E-MAIL ADDRESS

Send it to me now!

#1: Downloads

A downloadable document to give a quick 'win' (better than an ebook)...

- Recipes
- Cheat Sheets
- Swipe Files
- Checklists
- Personal rolodex or list of tools

Create Your Account

Start Your FREE 14 Day Trial Now!

Step 1 of 4...

No contracts. Downgrade or cancel your account anytime with a single click from your dashboard...

Enter Your Full Name...

heather@porterproductions.com.au

.....

Start Building My First Funnel!

By providing us with your information you are consenting to the collection and use of your information in accordance with our Terms of Service and Privacy Policy.

#2: Free Trials

Let someone try before they buy...

- Include onboarding so they see the value
- Provide a success path so they get a quick win

#3: Free Samples

Let someone try before they buy...

- Package your bestsellers and ship samples
- Give a limited time incentive to buy a full version



#4: Challenges

Access to your community and a way to test your teaching style...

- The entire challenge can be run in a Facebook Group
- Inbuilt urgency to join next steps
- Teach one main thing within 3-5 days

FREE Challenge:
Learn How To Double Your Coaching Or
Consulting Fees In The Next 5 Days

Days Hours Minutes Seconds
04:04:06:50

FREE 5 DAY CHALLENGE

Get Ahead Challenge
DOUBLE YOUR COACHING FEES

James Mel & Guest Annie Lalla
June 22 - 26

HubSpot Academy's Inbound Learning Broadcast

📅 Twice a month ⌚ 2:00 - 3:00 pm ET

A LIVE CRITIQUE OF YOUR LANDING PAGES AND EMAILS

September 15th from 2:00 to 3:00 pm ET

Are you hoping to convert more visitors into leads? Join us for this broadcast and you will get the chance to have your landing page or email critiqued by a HubSpot expert. You'll discover how your organization can optimize your landing pages and emails to maximize your lead generation potential.

We'll discuss some tips to help you finely-tune your landing pages and share some of the industry's latest research on conversions and landing pages. We'll cover the main reasons why some emails perform so well and others don't, how to align your content with your email subject line and body, and how to contextualize your emails to each person you're sending to.

Save Your Seat for the Broadcast

FIRST NAME*

LAST NAME*

EMAIL*

YOUR HUB ID (FORM COLLECTED)*

REGISTER NOW

#5: Webinars

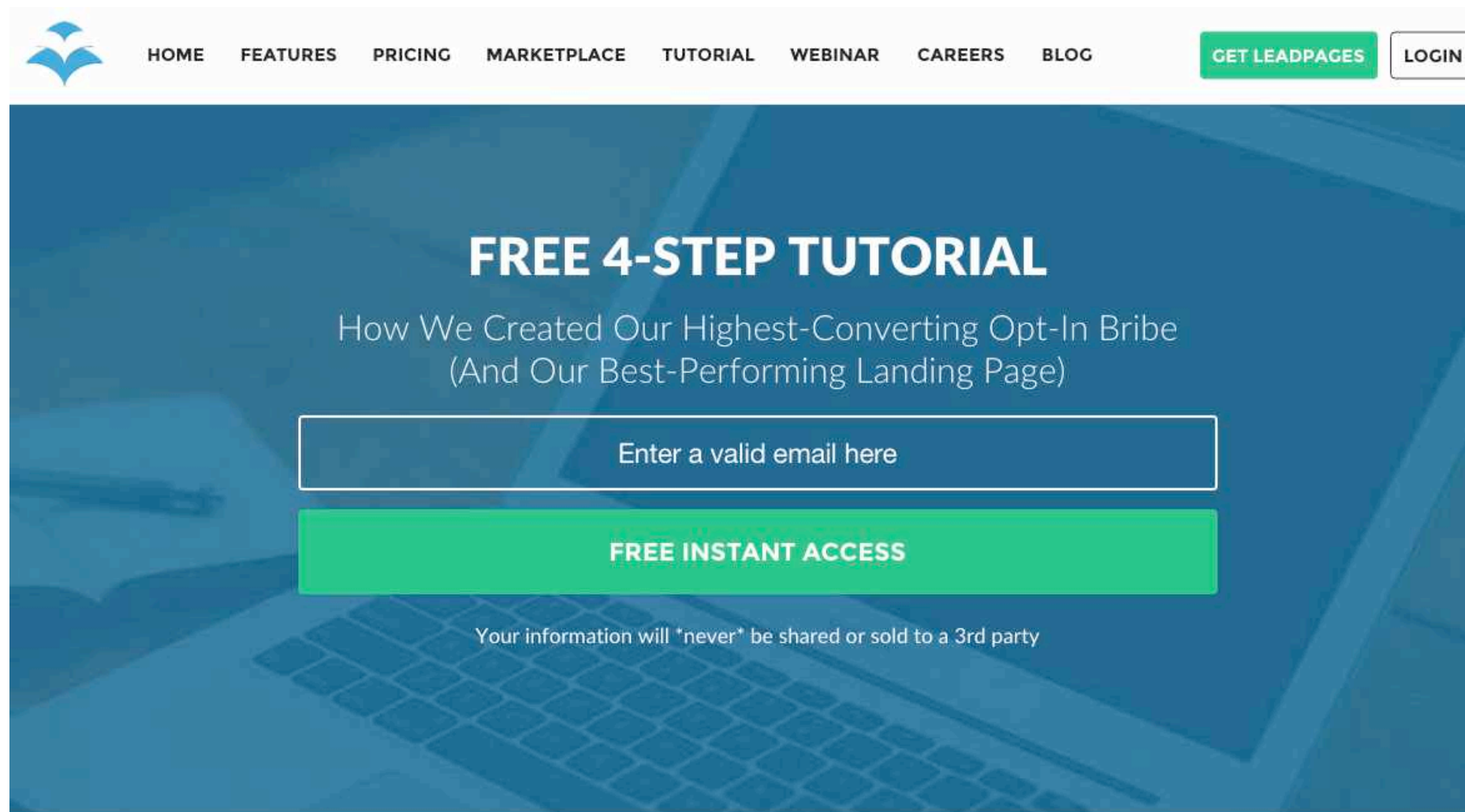
Let someone demo your knowledge
and your personality...

- Teach something
- Do Q&A
- Share a case study
- Do a product demo

#6: eCourses

Share a course that teaches the “why” or “what” but does not go deep into the “how”...

- Quick tutorials
- Can be to launch a product

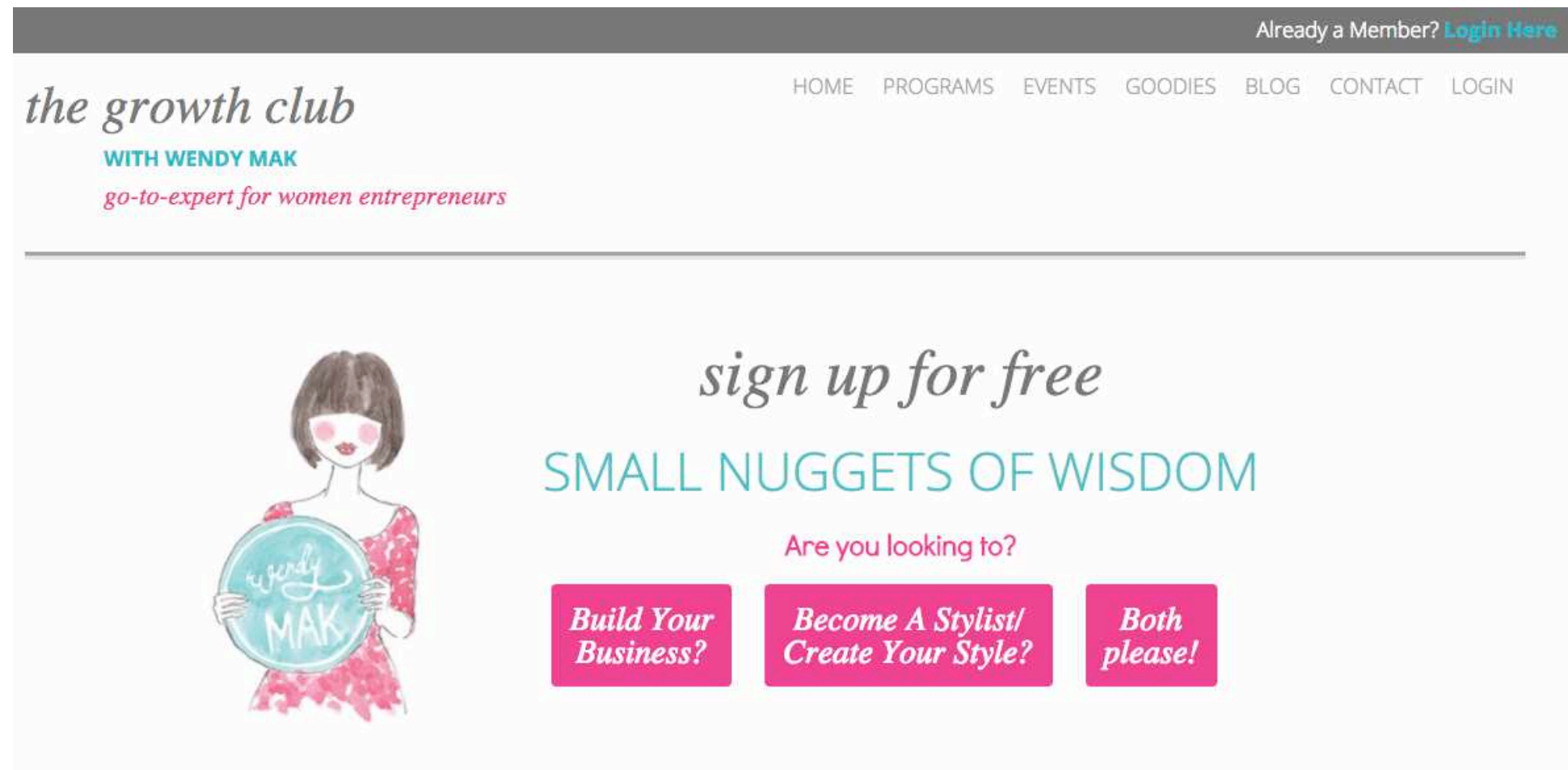


The screenshot shows a landing page with a dark blue background. At the top, there is a navigation menu with links for HOME, FEATURES, PRICING, MARKETPLACE, TUTORIAL, WEBINAR, CAREERS, and BLOG. To the right of the menu are two buttons: a green 'GET LEADPAGES' button and a white 'LOGIN' button. The main content area features the heading 'FREE 4-STEP TUTORIAL' in white, followed by the sub-heading 'How We Created Our Highest-Converting Opt-In Bribe (And Our Best-Performing Landing Page)'. Below this is a white input field with the placeholder text 'Enter a valid email here'. Underneath the input field is a prominent green button with the text 'FREE INSTANT ACCESS'. At the bottom of the form, there is a small white text line that reads 'Your information will *never* be shared or sold to a 3rd party'.

#7: Free Membership

A sample of what you offer with visual access of what they can't access for free...

- Provide amazing resources with upsells to unlock more content
- Share discounts to products or workshops you sell



Already a Member? [Login Here](#)

the growth club
WITH WENDY MAK
go-to-expert for women entrepreneurs


HOME PROGRAMS EVENTS GOODIES BLOG CONTACT LOGIN


sign up for free

SMALL NUGGETS OF WISDOM

Are you looking to?

Build Your Business? *Become A Stylist/ Create Your Style?* *Both please!*

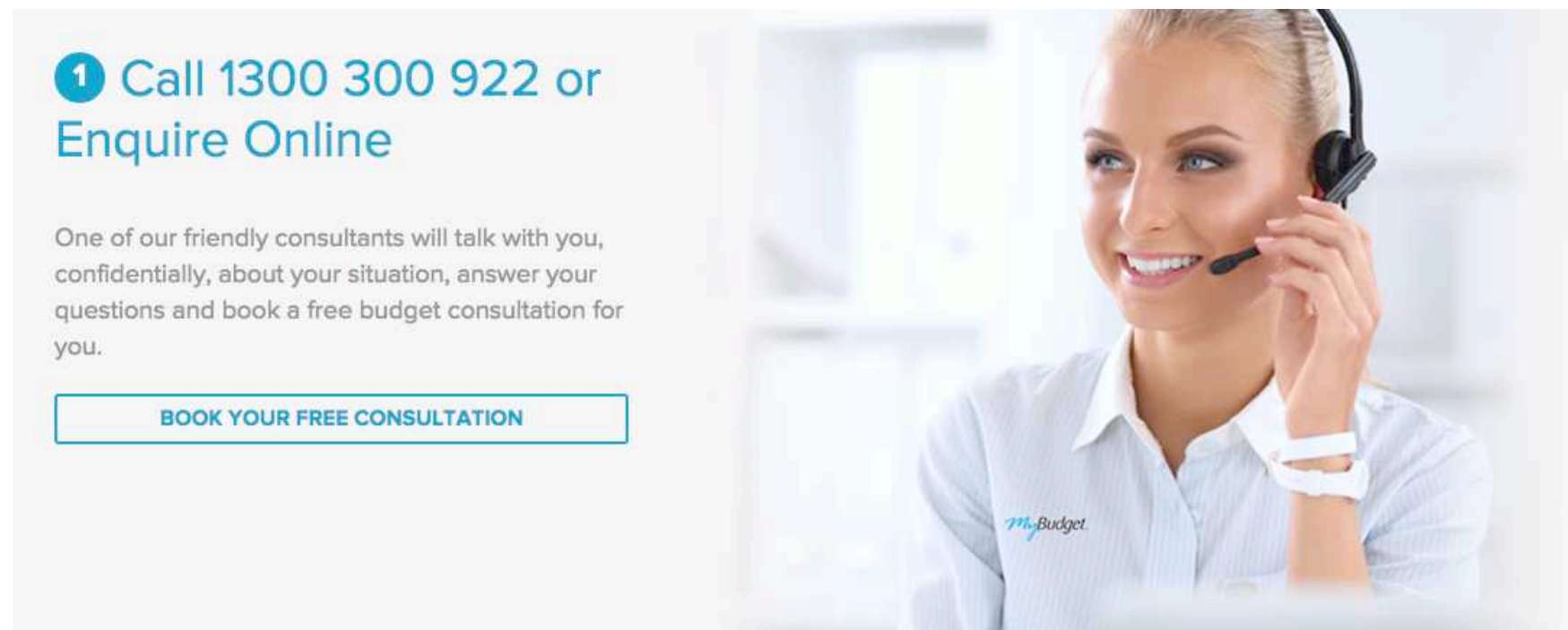


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#8: Strategy or Discovery Call

Generally works best for higher ticket items or services...

- Free strategy session that addresses someone's personal situation and how it applies to what you offer
- An audit where you share findings and recommendations



1 Call 1300 300 922 or Enquire Online

One of our friendly consultants will talk with you, confidentially, about your situation, answer your questions and book a free budget consultation for you.

[BOOK YOUR FREE CONSULTATION](#)

#9: Quizzes

A tool to help someone discover more about who they are...

- Can be used to collect info about a prospect to then segment them based on their current situation
- You can offer resources to them based on their results

Are you one of the 25% who are doing really well in your practice?

Take our short quiz to find out.

How do clients know when you are open and how to book appointments?

- Details on the practice door only
- Details on the practice door and on business cards
- Details on the door, business cards and voicemail message
- Details on the door, business cards, voicemail message and on a website

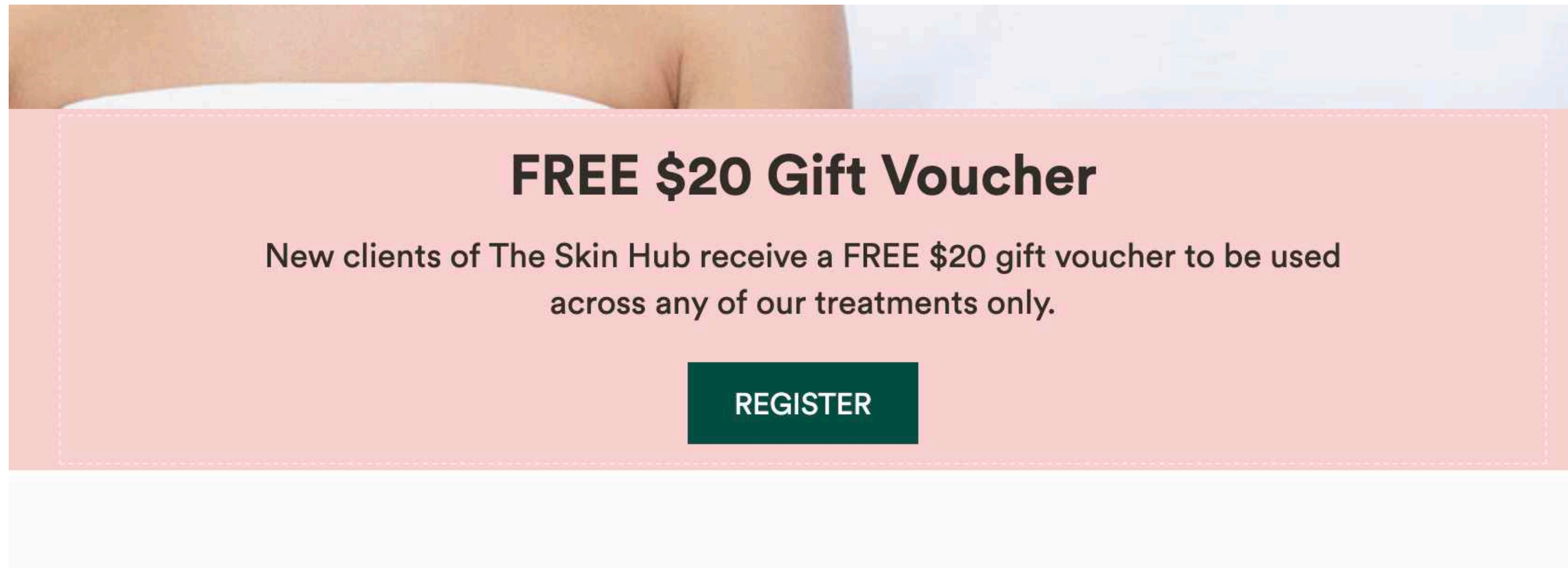
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 interact

#10: Free or discount voucher

Great for ecommerce or services...

- Best used for first time customers
- Usually need to follow up to ensure they book



FREE \$20 Gift Voucher

New clients of The Skin Hub receive a FREE \$20 gift voucher to be used across any of our treatments only.

[REGISTER](#)

A top-down view of a desk with a keyboard, a coffee cup, a notebook with hearts, a smartphone, and a plant.

Need help?

Email us: admin@websiteslove.com.au