

# Raising the Bar for Business in New Mexico

# ABQ LEAP Enterprise Mastery

IDSP Business Academy

League of Enterprise Accredited Professionals

16-Week Program

For the XpanZion  
Enterprise Platform

Worksheet 14 of 16

## • Lead Magnets

- 1) Guide, Report, E-Book ex. The Essential Guide to Internet Marketing - Learn the building blocks for successful online marketing
- 2) Cheat Sheet, Worksheet, Checklist, Handout ex. The Ultimate SaaS Cheat Sheet
- 3) Toolkit, Resource Kit, Templates ex. Time Management Toolkit
- 4) Training, System, Technique – Video, Audio, Webinar
- 5) Software Download/Free Trial ex. Create professional proposals in minutes
- 6) Try it free for 14 days (no credit card required)
- 7) Discount, Coupon or Free Shipping
- 8) Quiz/Survey
- 9) Assessment/Test
- 10) Blind/Sales Material ex. Catalog, Product List, Price List
- 11) Calendar, Plan, Planner
- 12) Inspiration, Prompts
- 13) Gated (Hidden) Content
- 14) Infographic
- 15) Event Tickets
- 16) Email Course, Newsletter
- 17) Facebook Group
- 18) Membership
- 19) Sample Chapter
- 20) Book or E-Book
- 21) Challenge ex. 30 day smoothie challenge
- 22) Recipe
- 23) Goody Bag
- 24) Bonus Baskets
- 25) Magazine
- 26) Map
- 27) Formula

A Lead Magnet is an irresistible and valuable free offer or gift in exchange for contact information.

The goal of a lead magnet is to build your customer list. Lead magnets build trust with potential customers.

Specificity: Solve a specific problem with a specific solution for a specific market.

The perfect lead magnet will offer value within 5 min of opt-in.

With contact information from potential customers, you can build your relationship via email.