

Lead magnets are a series of free gifts we offer to our target audience to take the next call to action.

Most of the incentives we offer are a portion of our knowledge, that aligns with and is therefore appreciated by our potential client.

Let's always remember to keep the content cleanly branded with a clear next step along with contact information.

Mix and Match to Find Your Best Options

TARGET AUDIENCE	OFFERS	TRIALS	LIVE VIDEO & WEBINAR	CONTESTS & QUIZZES	APPS & WIDGETS
• Client	o Coupon o Discount	o Free Trial o Email Course	o Free Webinar o Sample Audio	o Quiz o Survey	o Mobile App o Web App
• Customer	o Free Shipping o Free Quote	o Event Tickets	o Sample Video	o Challenge	o Calculator
• Guest	o Catalog Request		o Recording/Replay	o Giveaway	o Generator
• Parent	o Comic Strip o Quotes			o Assessment	o Game
• Patient	o Desktop Wallpaper				
• Patron	o Waiting List				
• Member	o Membership Portal o Facebook Group				
• Resident	o Slack Group				
• Shopper	o Manifesto o Sample Chapter				
• Student	o Free Book + Shipping o Gated Content				
• Visitor	o Vault/Library Access				

USEFUL CONTENT	
o Checklists o Resource List o Mind Map o Infographic o Prompts o Summary Note o Guide o Tutorial	o Toolkit o Calendar/Plan/Planner o Worksheet/Workbook o Scripts & Swipe Files o Examples & Case Studies o Spreadsheet o Report o Frameworks & Templates

TYPE	SPECIAL OFFER	FREE TRIAL	CONTENT	LIVE DEMO	WEBINAR	CONTESTS	QUIZZES	WIDGETS	
CALL TO ACTION	Try it NOW!	Try it Yourself	Learn	See for Yourself	Learn	Compete	Discovery	Compare	
PAIN OR PLEASURE POINT	Urgency + Desire to Test & try	Desire to test & try	Needs to know more	Wants to see product working	Desire to know more	Wants to win	Curious to know more	Needs to Compare Specs	
BEST FOR	All	Service	All	Product	Service	Product	Service	All	
COST TO DEVELOP	\$	←—————→					\$\$\$		

How did you feel when you discovered this HandyGuide® resource?

Eager • Relieved • Grateful perhaps . . .

Now imagine generating that feeling with YOUR target audience.

If you'd like . . . I'll help you troubleshoot & polish your client funnel to build interest, authority & trust for higher sales.

Iris Orsini
201-960-6731
IrisOrsini@gmail.com
HandyGuide.com