

TIPS SHEET

# 88 OPTIN IDEAS TO GROW YOUR EMAIL LIST



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**Tips Sheets** - create a tips sheet like this one to give away

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**Resource List** - create a list of resources in your industry that people would find of value and use in their businesses

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**Audio Content** - a lesson, a webinar, an interview

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**Tutorial** - showing how to do something

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**Printable** - printables are hot right now and people are looking online for them.

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**Ecourse** - something people can take a learn from



**Ebook** - a free book with valuable content



**Special Report** - smaller than an ebook with chunks of info people can easily digest





**Video or Video Series** - anything visual people find of value







**Checklist** - checklists are another very hot item because they can be used in small bites to understand and do simple to complex tasks



**Access to a private Facebook group**

  **A Challenge** - invite people to participate in a challenge they can benefit from being part of

  **Free Preview** - of a course or lesson or something that is high-end so they can get a glimpse of the value

  **Screencast Tutorial** - use screencast to create an easy-to-follow tutorial about something people want to learn

  **Exclusive Newsletter** - one that only invited people can get access to

  **Free Memberships** - offer a free membership a person might pay access to

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**Trial Memberships** - make it a \$1 offer for a limited time so people can test-drive

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**Desktop Backgrounds** - while this is not as popular as it once was, your audience may find it of value depending on what you offer.

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**Zoom Backgrounds** - backgrounds people can use on zoom calls are very popular today

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**Software** - software can include free plugins, tools and resources that make it easier for someone to do something they value.



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**Free Consultation** - use online tools like Calendly to book free calls so people can see you in action

  **Stock photos** - create your own exclusive repository of stock photos and give them away

  **Monthly Drawings** - give something of value away monthly or weekly to increase your list

  **Free Sample** chapter of a book - it can be one you wrote or you can cross-promote with other authors to share their book chapters

  **Quiz** - a fun, informative, or valuable quiz is a popular choice for a give-away

  **Resource Library** - give away access to a library of tools

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**Toolbox** - offer solutions to a wider range of problems and give your subscribers the necessary tools to solve them

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**An App** - You can never have too many apps on your phone, right?

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**Swipe file** - a file that people can copy and paste and use for their own purposes

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**Sneak Previews** - allowing people to preview a product or service before it's made available to the general public



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**Subscriber-Only** articles - New York Times and other well-known publications require people to subscribe to access their entire library of articles. They may let you access a few and then ask for the email

  **Behind the Scenes** - over the shoulder, behind the scenes of how something is done, what your day is like

  **Motivational Quotes** - people love getting and sharing quotes. Brand them and let people share on social media

  **Live Virtual Workshop** - While everyone is doing these today, they are still valuable with the right topic for the right audience

  **Workshop Replays** - you gave a great workshop and now you want to give it away

  **First Access** - different than sneak previews you can use the latter to introduce the product or service and then offer First Access to those interested in purchasing



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**Workbook** - something people can use as a learning tool

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**Cheatsheets** - a concise set of notes used for quick reference

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**Guide** - a book that gives useful information about a particular subject

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**Q & A Session** - invite people to attend a session where they can ask questions and you answer them

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**Audit** - offer to review a product, service, website for free and give ideas for improvement. Then provide a solution with your price to help them make the improvements

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**Review** - similar to an audit but more of a testimonial about their product and service, without the ideas for improvement

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**Exclusive Podcast** - such as members-only info you share

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**Mini-coaching Session** - offer a free coaching session for a limited time-frame

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**Group Coaching** - similar to above with a group of people in attendance

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**Access to Your Rolodex** - access to those you hire to do certain things or people you 'network' with



**Free Sample Product** - give away a sample of your products



**Webinar** - Access to a webinar you are hosting



**Online Summit or Conference** - access to a series of webinars by you or multiple experts



**Free Shipping** - give a code for free shipping in exchange for an email



**Guided Meditation** - one or more participants meditate in response to the guidance provided by a trained practitioner or teacher, either in person or via a written text, sound recording, video, or audiovisual media comprising music or verbal instruction, or a combination of both (source: wikipedia).



**Expert Tips** - a series of tips offered by you, the expert



**Graphics Pack** - similar to stock photos but they may be icons, vector images or other non-photo type images



**Coloring Pages** - these are another hot item today as people realize the value of coloring and how it relieves stress and brings out our creativity.



**Meal Plan** - a daily, weekly, or monthly meal plan that can help people lose weight, maintain weight or get healthier



**Exercise Plan** - a daily, weekly or monthly exercise plan people can understand and follow

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**Memory Cards** - remember flashcards when you were young?

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**Goal Tracker** - a list of goals people can reach when they do certain things (such as weight loss, income gain, etc)

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**Blueprint** - a guideline of how your subscribers can reach a certain goal. It covers a broader strategy and breaks it down into actionable points

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**Case Studies** - Cover a broader strategy and breaks it down into actionable points via storytelling

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**Journal** - diary or recording of what happens or has happened

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**Manifesto** - “a published verbal declaration of the intentions, motives, or views of the issuer, be it an individual, group, political party or government.”

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**Transcripts** - offer a written transcript of audio/video content

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**Survey Findings** - survey your lists, compile the results and share in a digital format people will want access to

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**Predictions** - financial forecasters, weather forecasters, etc make predictions about ‘what is likely to occur.’

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**Exclusive Recipes** - how to make something such as food dishes, etc.



**Online Tools** - anything that effectively solves a problem of your potential subscribers



**Fashion Guide** - such as how to dress for success/to impress



**Guided Workout Recording** - access to a recording of you sharing how to do something physical



**Bill Tracker** - similar to a checklist but people input their own bills into the tracker - you create an easy to follow layout they can use



**Printable Stickers** - people are just big kids who love stickers

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**Gift Guide** - a guide to the latest tech tools, or other gifts your audience would like to learn about

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**Blog Planner** - show people how and when to plan their blog posts

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**Greeting Cards** - several sites allow you to send free cards and some offer premium cards. You could even create and make them printable

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**Lessons Learned** - share your list of top 10 lessons learned in 10 years in business or something people would want to know so they can do the same or avoid the same

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**Lesson Plans** - great for teachers, instructors or anyone who creates lesson plans for their audience



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**Bundles** - bundle your best give-aways into one ultimate giveaway and give it away

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**Invite-only Groups** - there are many ways to create groups apart from Facebook. Such as Skype, What'sApp, Clubhouse, etc

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**Expert Roundups** - ask one question of your top experts, compile it into a lead magnet to give-away

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**Early Access to a Sale** - such as pre-black Friday events

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**Templates** - a dependable framework for creating something such as a sample proposal, a website theme, etc.

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**Games, Crossword Puzzles, Wordsearches**

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**Favorites Lists** - create a list of your favorite  
whatevers and give it away

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**Social Sharing** offer to share something others  
share in exchange for an email

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**Giveaway Entry** - enter a name and email for a  
chance to 'win' something - be sure its legal in your part of the  
world.

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**Content Upgrades** - have a blog post that has a  
special added bonus, give it away with an email

86

**Slide Presentation** - speakers do this all the time when they do presentations, they often give away their slides to attendees

87

**Done-for-You Content** - done for you content is content you create and allow others to brand and give away or sell as their own.

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**Think outside the box** - What do you have of value you could give-away to your target audience in exchange for them giving you their contact information? Create something based upon your most popular content.

# ABOUT YOUR LEAD MAGNET

## 9 Tips to Set up Your Lead Magnet for Success

1. Find the answers to what your audience is asking
2. Take a look at what is already available in both paid and free products
3. Garner ideas from best selling products/services in your niche
4. Research top-performing kindle books
5. Look at Udemy and other learning platforms for the best performing courses
6. Ask your target audience what they need
7. Make it easy to download

8. Have a clear call to action for what they do 'next' after getting your freebie - you can embed something into the freebie or create a series of follow-up emails with suggestions and offers your audience would likely want
9. Use Google Trends (a free tool) to search keywords in your niche and see how they trend over the time

It is important that your lead magnet creates **leads**, not just subscribers.

## **Here are 4 things every good lead magnet needs:**

1. It should offer immediate value
2. It is a sample of a paid offer
3. It targets a single pain point of your subscribers
4. It is easy to digest (does not take too much time to consume)

Below are just two examples of Freebies I have created that have been downloaded thousands of times . . .



# The Ultimate Author Marketing & Promotions Checklist

See it here: <https://redheadmarketinginc.com/author-checklist/>



# More than 76 FREE Stock Photo Graphics Sites

See it here:

<https://redheadmarketinginc.com/resource-of-the-day-61-free-stock-photo-graphics-sites/>