

How to Find Lead Magnet Ideas

This is an extra resource to go along with the original article:

[How the Right Lead Magnet Can Help Grow Your Business](#)

Here are some ways to generate lead magnet ideas:

1. Look for what people are already buying in your niche. For example, you can go to Amazon and find books on topics that you cover. Look at the reviews and find what people are saying, both positive and negative - this gives you an idea of what they're really looking for.
2. Look at your own analytics. For example, which pages or blog posts are getting the most engagement? What about your social media posts?
3. Look at comments you get on posts, in reviews or on contact forms. Are there any ideas you can pull from those? Are there common themes?
4. Do you have popular blog posts from which you can pull lead magnet content?
5. Survey or poll your audience - what ideas do you get?
6. Look at what your competitors are doing - is there something you can do along similar lines, but better?
7. What about software you've already created? Is there a tool or section of it that you can give away free?

Which are the most pressing problems you hear from clients?
