



30 Irresistible Lead Magnets Your Audience Will Actually Want To Sign Up For



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But First, Strategy

What is a lead magnet?

A lead magnet, AKA freebie or opt-in you offer in exchange for an email, can of course come in video, audio, or text format. For the purpose of this guide, we're focusing on text-based content you can package as a downloadable PDF.

That being said, does a "free downloadable PDF" sound enticing? Meh, hardly! No one wants another PDF file, they want the benefit inside.

Which is why you need a concise & compelling title to convey the benefit and desirable outcome of your lead magnet, so your audience says OMG Yes I need this!

Before we dive into the ideas, here are 3 questions to help you gain clarity on the benefit of your lead magnet and what exactly to call it.



3 Questions To Gain Clarity On The Benefit Of Your Lead Magnet And What To Call It

1. Who is this for?

e.g. Mothers trying to balance parenting and business

2. What is the niche topic?

e.g. Business tasks that can be outsourced to a VA

3. What is the desired outcome?

e.g. Increase business revenue and reduce workload so mothers can spend more time with their baby and less time in the office



Type Of Guide/Resource

Title Idea

1. Starter Guide

How To Get Started With [Niche Topic]
So You Can [Desirable Outcome]

2. Beginner's Guide

How To Achieve [Desirable Outcome]
Even If You Have No Skills Or Experience

3. DIY Guide

How To Achieve [Desirable Outcome]
Without Hiring A Hiring Professional

4. FAQ Guide

Expert Advice & Answers To Your Top 20
[Niche Topic] Questions

5. Step-By-Step Guide

3 Fast & Simple Steps To Achieve
[Desirable Outcome]

6. Essential Checklist

30 Essential Items/Requirements/Criteria
You Need For [Desirable Outcome]

7. Playbook

10 Next-Level Tactics To Improve Or
Transform Your [Niche Topic] Results

8. Expert Guide

30 Secret Tips & Tactics From The Top
[Niche Topic] Experts

9. Quickstart Guide

3 Quick & Easy Steps To Achieve
[Desirable Outcome]

10. Cheat Sheet

30 Hacks, Ideas, Methods Or Formula For
[Desirable Outcome]



Type Of Guide/Resource

Title Idea

11. Strategy Guide

The Proven Strategy To Achieve
[Desirable Outcome]

12. Tools & Resource Guide

30 Recommended Tools & Resources For
[Niche Topic] Or [Specific People]

13. Comparison Guide

The Pros & Cons Of [Niche Topic] And
How To Decide What's Right For You

14. Fact Sheet

10 Essential Research-Backed Facts You
Need To Know About [Niche Topic]

15. Information Guide

Everything You Need To Know About
[Niche Topic] For [Specific People]

16. Mythbuster Guide

10 Myths And The Truth About [Niche
Topic] According To A Qualified Expert

17. Tips & Tricks Guide

10 Genius Tips & Tricks For [Niche Topic]
Or [Desirable Outcome]

18. Ideas & Inspiration Guide

50 Creative Ideas For [Niche Topic]
Or [Desirable Outcome]

19. Product Review

The Good, Bad & Ugly Of [Niche Topic]
Item, Product Or Service

20. Dos & Don'ts Guide

10 Common [Niche Topic] Mistakes To
Avoid And What To Do Instead



Type Of Guide/Resource

Title Idea

21. Workbook

10 Fill-In-The-Blank Questions To Gain Clarity On [Niche Topic]

22. Self-Assessment Guide

10 Questions To Assess Your Level Of [Niche Topic] Knowledge

23. Time Saving Guide

10 Clever Hacks To Save Hours On [Niche Topic] Task Or Process

24. Money Saving Guide

10 Genius Ways To Save Money On [Niche Topic] Item Or Activity

25. Survival Guide

How To Get Through [Niche Topic] Challenge, Without Losing Your Sanity

26. Goal Tracker

Your Daily Tracker To Help You Stay Accountable And Achieve Your Goals

27. Roadmap

Your Step-By-Step Roadmap To Support Your [Niche Topic] Journey

28. Planner

30 Day Planner To Help You Plan And Achieve [Desirable Outcome]

29. Swipe File

30 Fill-In-The-Blank [Niche Topic] Prompts You Can Copy For [Desirable Outcome]

30. Activity Guide

50 [Niche Topic] Activities/Tasks You Can Do For [Desirable Outcome]



Ready To Create Your Next Lead Magnet?

By now, your creative juices should be flowing for what your next lead magnet could be and what to call it.

Any questions or want some feedback?
Send me a direct message on Instagram and I'll provide you some personal feedback and advice.

@rockgritweb



Business Ideas & Niches

30 Niches To Start A Business In Right Now





But First, Strategy

You're thinking about starting a new business, such as a new product or coaching business but you haven't settled on a niche yet. Maybe, you don't know where to even start. Well, let's figure out what you are passionate about! Start with that.

As you read through this list of ideas to start a new business and the niches associated with them, you're likely to get more ideas and maybe some clarification.

This is a brainstorming list and will help you have dozens of prospective niches!

Even though these business markets and niches are known to be profitable, you'll still need to do market research and determine if the idea is something you truly could stand behind and love to do!

Let's get started and take action!



3 Questions To Gain Clarity On The Benefit Of Your Business and The Niche Associated With It.

1. Who is this business for?

e.g. Mothers trying to balance parenting and business

2. What is the niche topic?

e.g. What area(s) of the main business idea do you want to focus on?

3. What is the desired outcome?

e.g. Increase business revenue and reduce workload so mothers can spend more time with their baby and less time in the office



Type Of Business



Niche Idea

1. Photography

Amateur info, equipment selection, editing photos, photo journalist

2. Parenting

Dealing with difficult teenagers, raising autistic children, tips for new parents

3. Pregnancy

Health tips for pregnant moms, dealing with difficult pregnancies, parental grief

4. Home Renovation

Remodeling tips, preparing homes for market, kitchen remodel tips

5. Travel

Traveling on a budget, cruises, protecting yourself, places to visit, ways to travel

6. Writing

Writing novels, non-fiction books, book marketing ideas, blog writing for business

7. Dogs

Training tips, raising puppies, health and wellness, how to on different breeds

8. Health

Healthy eating, how to avoid certain diseases, info on being a caregiver

9. Weight Loss

Weight loss for people over 40, new mothers losing baby weight, recipes

10. Coffee

Sell coffee online to be drop-shipped from stores like Shopify.



Type Of Business



Niche Idea

11. Gardening

Vegetable, organic, flowers, greenhouse, microgreens, prized roses

12. Cars

Restoration, buying a used car, modify a sports car, convert a bus to a home

13. Entertainment

How to be a party host, dinner parties, birthday parties, wedding planner

14. Antiques

How to identify antiques, buying and selling for profit, types of antiques

15. Love & Marriage

Finding your soul mate, tips for staying together, managing finances

16. Marketing

Advertising, copywriting, social media marketing, affiliate, optimization of ads

17. Business

How to start and grow a business, business tools, legal side of business

18. Running

Running to lose weight, nutritional info for runners, heart health, training, trails

19. Handyman/Handywoman

Tips for fixing things, do's and don'ts, products to use (can be an affiliate)

20. Cooking

Ways to cook for healthy eating, easy meals, recipes, kitchen tools (be an affiliate)



Type Of Business



Niche Idea

21. Computer

Computer security, tips, programs to use (be an affiliate), computer reviews

22. Pets

Pet care, toys, nutrition, pet accessories, food, products you can be affiliate for

23. Time Saving Hacks

Time efficiency, house chores, kids schedules, meal prep for big families

24. Self Defense

Gun training, self defense for women, keeping a home and family safe

25. Survival

Gear tips, "how to" tips, gear to use (be an affiliate for brands)

26. Graphic Design

Design logos, marketing materials, magazines, ads, stationary

27. Organization

Closet organization hacks, car, office, storage, products and materials you can be an affiliate for.

28. Planner

Wedding planner, business parties, catering, steps to plan an event

29. Tutor

Tutoring online for different ages, helpful tips

30. Social Media Manager

Create content and manage clients social media accounts



Ready To Start Your Business?

There are many jobs you can do from home as a freelancer. It comes down to what do you like to do and maybe you are not sure. It doesn't hurt to try something and if you don't like it, make a change. What is most important though, is take action and start doing!

By now, with all these market ideas and niches, you have more options to think about what might be a fun business to start.

Any questions or want some feedback? Send me a direct message on Instagram and I'll provide you some personal feedback and advice.

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100

Name Ideas For Your Course, Membership Or Training Program

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100 Name Ideas For Your Course, Membership Or Training Program

This list is comprised of name extension terms you can combine with your specific niche, audience, field of expertise or the topic of your course, membership or training program. For example, Feng Shui For Beginners.

101	Empire	Lounge	Retreat
Academy	Emporium	Made Easy	Room
Accelerator	Family	Magic	Sanctuary
Advanced	Fast Track	Market	School
Association	For Beginners	Mastermind	Science
Bar	Formula	Mastery	Shack
Basics	Foundations	Method	Society
Booster	Fundamentals	Mission	Spot
Bootcamp	Group	Nation	Squad
Breakthrough	Hero	Ninja	Station
Bundle	Hive	Nook	Stop
Center	Home	Oasis	Studio
Challenge	Hood	Official	Study
Circle	House	Online	Success
City	How To	Palace	Suite
Class	HQ	Party	System
Club	Hub	Pit	Team
Co	Incubator	Playground	Temple
Collective	Inner Circle	Pod	Town
Connect	Insider	Posse	Tribe
Conquer	Intensive	Principles	Uni
Crew	Introduction	Pro	United
Deep Dive	Kickstart	Project	Vault
Department	Kingdom	Recipe	Wing
Elite	Lab	Republic	Zone



100 Name Ideas For Your Course, Membership Or Training Program

This list is comprised of name extension terms you can combine with your specific niche, audience, field of expertise or the topic of your course, membership or training program. For example, Meal Prep Mastery.

101	Empire	Kingdom	Retreat
Academy	Emporium	Lab	Room
Accelerator	Exchange	Lounge	Sanctuary
Advanced	Experience	Made Easy	School
Association	Family	Magic	Science
Bar	Fast Track	Market	Shack
Basics	For Beginners	Mastermind	Society
Booster	Formula	Mastery	Spot
Bootcamp	Foundations	Method	Squad
Breakthrough	Fundamentals	Mission	Station
Bundle	Group	Nation	Stop
Center	Hero	Nook	Studio
Challenge	Hive	Oasis	Study
Circle	Home	Official	Success
City	Hood	Online	Suite
Class	House	Palace	System
Club	How To	Party	Team
Co	HQ	Playground	Temple
Collective	Hub	Pod	Town
Connect	Incubator	Posse	Tribe
Conquer	Inner Circle	Principles	Uni
Crew	Insider	Pro	United
Deep Dive	Intensive	Project	Vault
Department	Introduction	Recipe	Village
Elite	Kickstart	Rescue	Zone



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*Essential Criteria For
A Smart & Successful
Brand Name*

LYN | LYNETTEVANSCHOIACK.COM



10 Essential Criteria For A Smart & Successful Brand Name

- Instantly conveys what my business relates to
- Sparks the interest of my target audience
- Is simple to pronounce and spell
- Is easy to remember and recall
- Is distinct and unique from competitors
- Has no risky copyright or trademark issues
- Website domain is available, ideally the dot com
- Social media handles are available
- Reflects my brand's mood and personality
- Will remain relevant as my business evolves



Thank You!

I hope you found this checklist helpful for deciding on your next brand name. I'd love to hear about it! Come tell me your brand name via the contact details below.

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Graphics & Content Checklist

30 Essential Graphics &
Content Requirements You
Need To Grow Your Audience
And Launch Your Online Offer

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For Your Branding

1. A color palette you consistently apply across your content, website and online portal/library (where your product lives)



2. A font set (2-3 fonts) you consistently apply across your content, website and online portal/library



3. A professional looking logo, flexible to use across your content, website and online portal/library



4. A professional looking favicon (small icon) that displays at the top of all your website and portal pages



For Your Social Media

5. Headshot or logo for all your profile photo thumbnails



6. Branded cover banners for all your profiles (and groups)



7. Story highlight icons in your brand colors



8. Helpful educational posts/stories/reels that provide value




9. Engaging relatable posts/stories/reels that drive interaction




10. Promotional posts/stories/reels to showcase your offers and drive traffic to your website landing & sales pages



For Your Lead Magnet


11. An irresistible resource your audience actually wants and will happily provide their email for 

12. Graphics & mockups to showcase your lead magnet on your website landing and confirmation pages (and emails) 


13. Promotional posts & ads to promote your lead magnet 

For Your Trainings, Workshops & Webinars

14. Presentation slides for your trainings/workshops /webinars 

15. Visual charts to demonstrate what you teach. i.e. Your signature framework/method/process/journey/roadmap 

16. Workbooks & action sheets for your audience to download 

17. Graphics to showcase your training offers on your website registration and confirmation pages (and emails) 

18. Promotional posts & ads to promote your training offers 

For Your Podcast, Blog Or Content Schedule

19. Professionally branded podcast show cover 

20. Feature SEO image for each podcast episode or blog post 

21. Posts/stories/reels to promote new episodes & blog posts 

For Your Course Or Program Content

22. Presentation slides for your video lessons



23. Workbooks, action sheets & lesson summary guides for your students to download



24. Certificates & badges to reward your students



For Your Course Or Program Portal/Library

25. Course or program feature image (this can be your logo)



26. Thumbnail images for each category/module/lesson



27. Banner background images & sidebar section images



For Your Website & Offer Sales Pages

28. Graphics & mockups to showcase what your offer includes



29. Professional headshots & personal branding photos



30. Icons to represent key points and sections on your page





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Questions To Get To Know Your Ideal Customer Avatar

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Before We Begin

Defining your ICA (Ideal Customer Avatar) is a slightly different exercise to defining your broader target audience. For the purpose of this exercise, you want to have one person in mind.

Remember, we're talking about a pretend (or even real) person who is ideal for what you offer. If this person discovered your offer today, they would immediately think "this is exactly what I need right now".

This doesn't mean other people aren't a good fit for your offer. Of course there will be a variety of people who buy your offer. However, having one person in mind helps you to visualise and pretend you're talking to a real person when crafting your offer, branding and content.

It's also recommend having a photo of your ICA. You can use a stock image or even cut out a photo from a magazine. Here's some examples.





Now, let's get to know your ICA

1. What is their name?

2. Male or female?

3. Where do they live?

4. How old are they?

5. Describe their religion

6. Describe their ethnicity



7. What is their relationship status?

8. Do they have a family? How many children?

9. What is their favorite color?

10. What is their favorite food?

11. Are they an introvert, extrovert or ambivert (both)?



12. Describe their personality in 3-5 words

13. What are their values in life?

14. What's their favorite quote or mantra?



15. What do they do for fun and enjoyment?

Empty text area for response to question 15.

16. What do they do for health and fitness?

Empty text area for response to question 16.

17. Do they live a healthy lifestyle? What could be improved?

Empty text area for response to question 17.



18. What is their highest level of education?

Empty text box for answer to question 18.

19. What is their career, work or job title?

Empty text box for answer to question 19.

20. Is their income low, average or above average?

Empty text box for answer to question 20.

21. What are their typical work hours?

Empty text box for answer to question 21.

22. Where do they typically work?

Empty text box for answer to question 22.



23. Are they happy and passionate about what they do for work?

24. What are their priorities and responsibilities in life?

25. What are their struggles, challenges and pain points in life?



26. What are some unhealthy habits they've adopted?

27. What are some of their fears and worries?

28. What do they want to learn more about?



29. What other courses or programs do they participate in?

30. Are they tech savvy or technically challenged?

31. How often do they use a laptop or computer?



32. What social media platforms do they use?

33. What online community groups are they part of?

34. What online tools and resources do they use?



35. What TV shows do they watch?

36. What are some of their favourite brands?

37. What services do they regularly pay for?



38. Who are their mentors they like to learn from?

39. Who are their favorite celebrities and/or leaders?

40. What kind of profiles/accounts do they follow on social media?



41. What kind of podcasts do they listen to?

42. What kind of books do they read?

43. How do they prefer to consume content? i.e. Read, watch, listen



44. Do they prefer to learn as an individual or part of a group?

45. Are they a self-paced learner or prefer to be guided?

46. What's their level of knowledge in relation to what you offer?

47. Do they have any experience in relation to what you offer?

48. Do they actively seek advice in relation to what you teach/offer?



49. What are their go-to resources for advice on this topic?

50. Are there any other key points about your ICA?



Now you know your ICA, remember to always keep him or her in mind when:

1. Designing your brand's visual identity

2. Creating your social media post images

3. Writing your social media post captions

4. Deciding on your lead magnet

5. Deciding on your paid offers

6. Deciding on your pricing

7. Writing your website and sales page copy

8. Recording your video trainings and webinars

9. Doing live videos on social media

10. Writing and sending emails



Introduction Statement Cheat Sheet

10 Introduction Statements
To Help You Communicate
What You Do And Offer

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Tips For Creating Your Introduction Statement

1 Keep It Clear & Concise

The purpose of your introduction statement is to clearly & concisely communicate what you do and offer in 1-2 sentences. Squeezing too much detail in can make it sound wordy, scripted and plain awkward.

2 Create Multiple Versions

There isn't one single perfectly scripted introduction that works for all scenarios and business types. The right words depend on context.

For this reason, the introduction statements inside this cheat sheet include both first and second person narrative options.

For example, when you're asked "what do you do" it makes sense to use I/we/my/our.

For your website headline, offer tagline, SEO descriptions, social media bios and email signature, it often makes more sense to speak directly to your audience with you/your/the.

3 Get Feedback

They say we can't read the label from inside the jar. We get tunnel vision inside our own business and head. Solution? Get feedback!

Specifically, it's important to identify how your audience refers to themselves. Calling them an "entrepreneur" may not resonate at all.

Secondly, what you do and offer should be so clear that someone else can introduce you. Think about how you want to be referred to when people talk about you.

The Key Ingredients For Your Introduction

Before creating your introduction statement, make sure you're clear on the following points. These are the key ingredients someone needs to know when they first discover you. Assume they know nothing.

Solution

What is the product/service/solution you offer?
e.g. Online Coaching, Classes, Training, Support, Strategy

Adjective

What's special about it? Describe it with 1-2 words.
e.g. Fast & simple, professional, qualified, smart, useful

People

What type of people need this? Describe them in 1-2 words.
e.g. Single parents, artists, introverts, health coaches

Benefit

What's the desirable outcome, result or benefit?
e.g. Save time, increase sales, more confidence, less stress

Problem

What struggle, pain point or problem do you help solve?
e.g. Tech overwhelm, low confidence, lack of time, anxiety

Title

How do you refer to yourself professionally in 2-3 words?
e.g. [Niche] Coach, Expert, Mentor, Consultant, Specialist, Teacher, Creator, Artist, Entrepreneur, Leader, Advocate

Create Your Introduction Statement

Now you've nailed the key points your audience needs to know, swap the following prompts and experiment with the structure, tone and narrative of your introduction statement.

Remember, you may need multiple versions for various scenarios. i.e. In-person conversations vs. website. Whether you use first or second person narrative also depends if you're a personal brand or company.

I offer **adjective solution** for **people** who want **benefit**

I teach **people** how to **benefit** with **adjective solution**

I help **people** with **problem** so they can **benefit**

I'm a **Title** and offer **adjective solution** to help **benefit**

I'm a **Title** for **people** who want to improve **problem** or **benefit**

Learn how to **benefit** with **adjective solution**

Adjective solution to help **problem**, so you can **benefit**

Solution for **people** who want to improve **problem** or **benefit**

Benefit or solve **problem** with **adjective solution**

Title helping you **benefit** with **adjective solution**



Lead Magnet Essential Checklist

10 Essential Criteria For
Creating An Irresistible Lead
Magnet To Grow Your Email List



10 Essential Criteria For Creating An Irresistible Lead Magnet

1. Instantly attracts the interest of your target audience

2. Helps to solve a problem or struggle your audience faces

3. Your audience is willing to provide their email to access it

4. Looks professionally designed and branded

5. The content is quick and simple to scan, read and digest

6. Does not cause information overload or overwhelm

7. Home printer friendly (low-ink) if intended to be printed

8. Provides value even if your audience does not purchase

9. Leaves your audience wanting more of what you offer

10. Drives the next steps along the purchase journey



Need Some Help? Let's Brainstorm!

Have any questions about this checklist?
Or stuck on an irresistible lead magnet
idea? Send me a direct message on
Instagram and I'll provide you some
personal feedback and advice.

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