

# Lead Magnet Ideas!

(How to Attract Email Subscribers and Deliver Your Content)

## 1. Offer a...**Checklist or Toolkit**

Help someone get something done! Outline the exact steps they can walk through to get from Point A to Point B.

Yes, some people DO print things out, so consider keeping the graphics and design simple (like this document!). No one likes to blow all of their printer ink on a random lead magnet cover page.

## 2. Offer a...**Resource List**

You know where to find the good stuff and the good people. And, while there may be limitations to the resources you'll share (trade resources, specifically), you may be able to earn their gratitude with an insider's list that relates to your services but doesn't conflict with them.

## 3. Offer a...**Calendar of Events**

Think local—because it's likely that you serve local clients. Is your target client interested in wine, food, art, live events, or anything else that feels culturally-related to interior design? Find a topic that works with your brand and your ideal client...and be the local resource they've always wanted.

## 4. Offer a...**Worksheet or Workbook**

Particularly for those who work with DIYers—so essentially any designer who is happy to do standalone consultations—you can offer a document that helps them work through a process on paper (or digital paper) to accomplish or figure out something. Think space planning, honing in on their style, etc.

## 5. Offer an...**Inspiration File**

For the potential client who knows what they like, you can offer inspo files in different styles, for different types of rooms, for specific colors, for specific pieces, etc. There's so much space to be creative here.



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## 6. Offer a...Tutorial

Video would be great (see below!), but you could also do a series of illustrations or photos teaching your potential client to do something. Be careful! If you don't target DIYers, don't put out a lead magnet teaching people to reupholster their own dining room chairs. The content has to suit the target market.

## 7. Offer a...Video or Video Series

In the marketing world, the video series (specifically the series of three videos...one per day) has become a classic go-to move. But you hardly ever see it done by interior designers! And why not? As with everything, think about who you're talking to, where they are in life, and what you want them to do. Your content could help them prep for a project, hire the right team, define their style before getting started, etc.

## 8. Offer a...Webinar

Webinars work! Don't call it that, of course. Because what human wants to register for a webinar that's not related to business? Call it a workshop or something branded. Teach them something amazing, entertain them, help them get to know you, then let them know how to hire you. And please note: These can be live at specific times OR they can be automated—delivered or scheduled on demand.

## 9. Offer a...Free Course

This is another one that works well for DIYers, but you could absolutely come up with content that works for full-service. Maybe you're helping them to prep for a kitchen design or, as mentioned before, define their own style. Before you get overwhelmed at the idea of delivering a course, keep this in mind: It can be delivered as an email sequence in something as simple as MailChimp.



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## 10. Offer an...**Audio File**

Yes, I know design is visual but people LOVE consuming content this way. Get creative. Get specific. You would be way ahead of the curve in a world that's getting more and more into audio content.

## 11. Offer a...**Sample Chapter**

For those who have written a book! If you haven't, no big deal...just write one this week. JK. But *do* think about content that you've got on hand—anything that could be recycled or pulled apart and used as a free offer.

## 12. Offer...**The Promise of Great Content**

You may already be doing this on your website...perhaps that old chestnut: "Sign up for my newsletter!" The key is to be super specific about what you'll be sending. Is there a certain type of tip that you send out every week? A before-and-after feature every month? A specific type of design inspiration? You'll be more successful with this approach if you tell them exactly what they'll get.

## 13. Offer a...**Quiz**

People LOVE taking a quiz. It's about them. And you can get incredibly creative with the 'result' emails.

## 14. Offer a...**Content Upgrade**

A content upgrade is an offer that relates to something specific. So, let's say you've got a nice, robust blog post that explains a concept. Would a checklist help them to get that thing done? Offer it as a content upgrade. This type of lead magnet would only live on that blog post. Perfect for blog posts that already get a lot of traffic and shares!



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## 15. Offer a...Contest

A sweepstakes! A contest! A raffle! Whatever. Keep the promotion local if you want to attract local clients.

## 16. Offer Details on...‘How We Work’

Or maybe you’re giving them the breakdown on your fee structure. Either way, this lead magnet is for people who are very seriously considering your services. You won’t get tons of signups, but the ones who do...you can follow up with them directly.

## 17. Offer a...Discount or Special Offer

Y’know...like every e-commerce shop you’ve ever visited! There’s a reason why every online store is offering a percentage discount if you sign up for their email list. It works.

## 18. Offer a Spot on the...Waiting List

If your services are in demand, this is always an option. And you can keep them entertained with helpful resources—or whatever your regular email content is—while they wait.

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Best of luck! Remember: Businesses that really take advantage of the magic of email marketing will usually try a variety of lead magnets over time. It’s all a grand experiment!

For more resources and details about our services, visit [curioelectro.com](http://curioelectro.com).

Cheers!

