



Lead Bait Idea Generator

Format

Top of Funnel Offers:

- Big Secret
- Tips, Tricks, Shortcuts, Hacks
- Tutorial/Blueprint/Formula/
- Book/Chapter
- Report/Guide
- Checklist
- Mindmap
- Infographic
- Toolkit
- Software/widget/app
- Workbook
- Resource List
- Cheat sheet
- Template/Swipe file
- Self-Quiz/Survey/Test
- Physical product
- Interview with Expert
- Newsletter
- Course

Bottom of Funnel Offers:

- Samples
- Consultation
- Guided Quiz/Survey/Test
- Trial/Test
- Pricing Discount/Coupon

Delivery Options

Audio/Video:

- Live Stream (Hangout/Periscope)
- Pre-recorded stream on site
- Download mp3/mp4
- Hard copy mail out

Document:

- Download PDF/Doc
- Web page
- Email/series
- PowerPoint
- Mail hard copy
- Graphic (.jpg/.png)

App/Software/widget:

- Online
- Download/zip
- Mail out

Consultation:

- Phone
- In person
- Video/screen share (Skype)
- Group webinar
- Group teleseminar
- Chat session(s)
- Private Facebook group