

How To Get More Email Subscribers

25 Lead Magnets For Your Online Shop

If you put value out in the online world you have a better chance of getting a future customer's email address. Giving value to customers and potential customers breaks the 'pushy salesman' feeling quickly.

Giving value online to get an email in return is called a lead magnet.

Setting up these lead magnets helps you dramatically grow your email subscriber list.

(Note: You can create, photograph, and set up every single one of these items OR you can use Pinterest and link to the ideas in your freemium to save tons of time for heaven's sake). One last thing, feel free to tweak the ideas below to fit your brand or product.



Selling Fashion Lead Magnet Ideas

- **7 ways to cuff pants for the summer**
At the end of the list, link them to your favorite pair of pants to cuff that you sell.
- **9 Ways to get out of a bad mood**
One way would include wearing a fun color to lift your mood that you happen to carry in your shop. Link it in the list.
- **6 Ways to wear sleeves for the summer**
and then show them the shirt you sell that can do all 6 looks.
- **Top 4 fabrics that will cool you off in the summer months.**
Explain why the fabric can feel cooler and then link them to your favorite pieces you carry that have the fabric.
- **The 3 secrets to getting curl to last for 3 days.** One of the secrets can be the hair care product that you sell.
- **Quiz: What clothing styles flatter your figure the best?**
Link them to a quiz and then from their answers you can lead them to pages that offer those styles. Typeform.com has a free plan to get you started.

Selling Kids Products

- **15 Easy After School Snack Ideas**
and then link them to the kids lunchboxes you sell in the list.

- **Top ways to get stains out of kids clothes**
and then link them to the clothes you sell that you happened to get the stain out of. (This will also show the quality of your clothing.)
- **A game each day of the week for your kids (7 FREE Downloads).**
Then link one or two of them to the products you sell to make these games possible. Don't just list every product you sell. Offer some free items too. You can find someone on fiverr or etsy to create these for you.
- **Want a 10 minute break? You deserve one. Get a free treasure hunt that will keep your kids busy for at least 10 minutes.**
Then offer them a discount. (Etsy or Fiverr will have people that can make these for you)

Selling Bakeware or Kitchen Items

- **10 Five-Minute Cupcake Recipes**
Then show them the cake stand you place these on.
(Remember: You've got pinterest on your side. Don't over-think this)
- **7 last minute party secrets you don't want to overlook**
Then show how 2 of the items you sell will make their party goers have a good time among the 5 other free ideas you offer.
- **5 tricks that speed up the nightly dinner routine**
Then offer one or two of the tricks they products you sell.

Selling Jewelry

- **3 household items that will clean your jewelry in 5 minutes**
Then offer them a discount for a new piece of jewelry
- **Top 10 questionable jewelry trends. Would you wear these?**
Add in 7-8 extreme designs and then 2 or 3 of yours that will fit their style better.

Selling electronics

- **5 things that you might be doing that will RUIN your phone.**
Show them the 5 things and then offer the 1-2 items you sell that will prolong the life of their products.

Selling Home Decor

- **Guide to holiday decorating in under 30 minutes.**
Then offer some of your favorite holiday items that you sell. Mix in ideas that are free also.
- **10 Two-minute cleaning ideas to spruce up your home** and then offer a discount for home decor items that will look great in their space.

Selling Food

- **9 ways to use jerky and #8 will leave you laughing.**
Then offer a coupon code at the end to buy your products.

Selling Sports Products

- **5 tricks to help your sweaty clothes smell fresh after you play xxx.**
and then offer them a coupon code to buy the sports item you are selling.
- **15 healthy dinner ideas on game nights...because you don't have time to make anything.**
Then give a discount to the 'soccer mom' or 'golf mom' or whatever sport you are focusing on.

Selling Crafts

- **50 things to do with blocks of wood**
(please link to pinterest for this list vs making each and every idea...you can thank me for all the time I just saved you).
Then sell them blocks of wood
- **25 things you can do with ribbon**
(again...use pinterest to get this list).
then give them a coupon code to the ribbon you sell.
- **100 things to do with washi tape**
(pst...pinterest again friend). Put coupon codes at the top to where they can get the best quality washi tape in the world (that would be you).
- **17 things to do with scraps of fabric** and then link them to your site where you sell all your scrap fabric.