



Lead Magnet Ideas (*by sector*)

How to use these... *fast*

1. Pick one idea that your customers will use this week.
2. Keep it short and practical (one page or a simple sheet is fine).
3. Give it a clear, specific title ("Bridal Hair Timeline: 6 Months to Go").
4. Add your brand and contact details at the bottom.
5. Offer it where your customers already are (in-person, QR on counter, email reply, social bio, or a simple link).

Pick one and launch it... *you can always iterate.*

Trades (*plumbers, electricians, builders*)

- Winter Home Safety Checklist (UK)
- A one-page seasonal checklist homeowners can tick off: stop taps, boiler pressure, bleed radiators, gutter clear, draught checks.
- Emergency Shut-Off Guide (Print & Stick on the Meter)
- Labels + simple steps for water, gas and electric shut-off – plus where to find them in typical UK homes.
- Small Renovation Budget Planner (with Typical UK Costs)
- A simple spreadsheet to estimate parts, labour, contingencies for bathrooms, kitchens and garden rooms.
- Landlord Move-In Safety Pack
- Smoke/CO alarm test log, electrical socket check sheet, boiler service reminder card.
- "Before You Call" Quick Fix Cards
- Friendly DIY steps (e.g., reset a trip, re-pressurise a combi-boiler) to build trust and reduce panic calls.

Salons (*hair, beauty, barbers*)

- Face Shape & Hairstyle Guide (with Chair-Side Examples)
- Match face shapes to cuts and fringes, with photos and maintenance tips.
- Colour Care Calendar (8 Weeks of At-Home Care)
- Week-by-week plan to keep colour fresh: wash routine, heat guidance, toner timing.
- Bridal Hair Timeline (6 Months to the Big Day)
- Trials, trims, colour appointments, accessories, and the wedding-week checklist.
- Skin Prep Planner for Sensitive Skin
- Patch test reminders, product diary, “avoid this week” list before facials/peels.
- Student & Sports Hair Care Pack
- Quick rinse routines, sweat-proof styles, and scalp care after training.

Clinics (*physio, chiro, dental, podiatry*)

- Pain & Mobility Tracker (2-Week Diary)
- Rate pain, note triggers, daily movement goal – perfect to bring to the first session.
- Post-Treatment Exercise Cards
- Printable A4 cards with pictures for the 5 most common rehab moves (with reps/sets).
- Dental Hygiene 14-Day Reset
- Morning/evening routine, floss tracker, mouthwash timing, sugary snack swaps.
- Footwear Fit Guide (Everyday vs. Work vs. Sport)
- How to choose shoes for support, plus a quick “shoe wear pattern” self-check.
- Migraine/Sleep Diary
- Track hydration, caffeine, screen time, sleep quality – spot patterns for review.

Accountants / Solicitors

- Year-End Prep Pack for Ltd Companies (UK)
- What to gather: bank statements, receipts, payroll summaries, director's loan details – with deadlines.
- Allowable Expenses Cheat Sheet (UK)
- Plain-English list by category (home office, mileage, subsistence) with simple examples.
- Self-Assessment Calendar (Key Dates & What to Do When)
- Month-by-month reminders from April to January, including payment on account notes.
- Conveyancing Timeline (Buyer & Seller Versions)
- From offer to completion: searches, enquiries, exchange, completion day checklist.
- Will & LPA Preparation Checklist
- People, assets, guardians, executors, digital access list – everything to decide before the appointment.

Coaches (*business, life, career, exec*)

- Clarity in 7 Days: A Mini Goal-Setting Workbook
- Daily prompts that define outcomes, obstacles, first actions and a simple weekly review.
- 90-Day Action Planner (One-Page Per Week)
- Top 3 priorities, time blocks, habits, and a Friday debrief section.
- Boundaries Script Book (Work & Home)
- Ready-to-use phrases for saying no, rescheduling, and resetting expectations without guilt.
- Values & Decisions Cards
- Cut-out cards to sort and pick top 5 values, then a one-page “decision filter” sheet.
- Morning Routine Builder
- Choose 3 habits, 10–20–30 minute options, tick-box tracker for 4 weeks.

Estate Agents / Lettings

- Home Seller's Prep Checklist (Room-By-Room)
- Declutter plan, light fixes, kerb appeal, photo-day prep and viewing refresh routine.
- Buyer's Viewing Checklist (Printable)
- Structural cues, damp/snag hints, council tax band, parking, commute notes - with a scoring column.
- Moving House Timeline (UK)
- 8 weeks out to moving day: energy switch, Royal Mail redirection, GP/school updates, insurance.
- Landlord Inventory Template (Unfurnished & Furnished)
- Room checklists, utility readings, key handover log, meter photos prompts.
- How Valuations Are Decided (Plain English Guide)
- Recent comps, EPC, condition, lease details, local demand - what actually moves the needle.

Therapists (*counsellors, CBT, hypnotherapists*)

- First Session Guide: What to Expect & How to Prepare
- Confidentiality, consent, how sessions run, how to set personal aims safely.
- Anxiety Toolkit (Take-Anywhere Techniques)
- 5 grounding exercises, breathing patterns, self-talk prompts; wallet-sized cards.
- Sleep Diary (2 Weeks + Wind-Down Planner)
- Track routine, wake times, caffeine, screens; build a personal wind-down ritual.
- CBT Thought Record Sheet (Printable)
- Situation → thought → feeling → evidence → balanced thought; with a worked example.
- Low-Mood Activity Menu
- 20 simple activities sorted by energy level; tick-off wins to build momentum.

Independent Financial Advisors

- ISA & Pension Allowances Planner (Current Tax Year)
- What you can put where, deadlines, carry-forward notes in plain English.
- Risk Profile Questionnaire (With Example Portfolios)
- A4 quiz to understand comfort with volatility; gentle explainer of outcomes.
- Retirement Budget Worksheet (UK)
- Essentials, lifestyle, “what-ifs” – plus state pension check link.
- Protection Needs Checklist (Family & Business)
- Life, critical illness, income protection, shareholder cover – what to consider and why.
- Big Purchase Planner (Home/Car/Renovation)
- Deposit, borrowing, interest rate sensitivity, and a one-page plan of action.

Car Dealers

- Used Car Buyer’s Checklist (UK)
- MOT history, service book, tyre wear, fluids, warning lights, test drive notes – with a simple score.
- PCP vs HP vs Cash: Plain-English Explainer
- Pros/cons, total cost example, early settlement notes, and “best for who”.
- Part-Exchange Prep Checklist
- Quick wins that lift valuation: valet list, minor fixes, docs to bring, spare keys.
- First-Year Ownership Cost Calculator
- Insurance bands, VED, tyres/servicing estimates – simple spreadsheet with averages.
- Test Drive Route Guide
- A suggested route map (town + A-road + parking) with what to listen/feel for.