



Handy List of Content Upgrade Ideas

This is an extra resource to go along with the original article:
[Opt-Ins, Content Upgrades, Lead Magnets, Oh My! Your Beginner's Guide](#)

- Audio Recording** - Record an audio of the post for readers to listen on the go.
- Case Study** - Highlight customer pains and successes through storytelling.
- Cheat Sheet** - Offer a quick list of helpful tips and tricks.
- Checklist** - A printable worksheet that the reader can tick off.
- Digital Download** - Bundle digital assets and make them available for download.
- Ebook** - Create an ebook relevant to the post topic, or turn post into an ebook.
- Email Course** - Enroll subscribers in a 5- or 7-day autoresponder email course.
- Expert Interviews** - Share notes, transcriptions, Q&As or expert video.
- Formula** - Break down or recreate a popular formula that you use.
- Free Trial** - Offer a trial to your product or program.
- Guide** - Whether in-depth or quick start, instruct on how to get started.
- How-To Tutorial** - Explain how to do something discussed in the post.
- PDF Blog Post** - Turn your blog post into a formatted and printable PDF file.
- Planner** - Offer a planner that helps your subscriber get organized.
- Podcast Series** - Exclusive, subscriber-only access to a series of podcasts.
- Pre-recorded Webinar** - Reuse a webinar as a content upgrade.
- Resources** - Offer digital resources you deem valuable to the reader.
- Swipe File** - A collection of inspiration you used to create your blog post.
- Template** - Share a file or method you use.
- Tools** - A roundup of your favorite tools, products, and/or services.
- Transcript** - Transcribe a video post.
- Tutorial Screencast** - Share your screen and guide through the process.
- Video Series** - Offer exclusive access to a video series related to blog post.
- White Paper** - A persuasive report on how you (or a client) solved a problem.
- Workbook / Worksheet** - A printable companion that your reader can fill in.