

# 50 Content Upgrade Ideas

Asking for an email isn't enough anymore. Get an insane amount of subscribers by offering your visitors a content upgrade, like a free download, in exchange for their email address.



## Content Upgrades: 50 Creative Ideas

### 50 Free Content Upgrade Ideas

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| ✓ Checklist (resources, links, etc)  | ✓ Ebook                               |
| ✓ PowerPoint                         | ✓ Spreadsheet (w/ a great formula)    |
| ✓ Contract template                  | ✓ Website Template                    |
| ✓ Stock Photos                       | ✓ Stock videos                        |
| ✓ Stock Vector Images                | ✓ Stock Audio File                    |
| ✓ Survey (w/ important data)         | ✓ Case Study (w/ interesting results) |
| ✓ Audio download                     | ✓ Exclusive Interviews                |
| ✓ Free Trials                        | ✓ Educational Course                  |
| ✓ Watermark free images              | ✓ Calendar                            |
| ✓ Webinar                            | ✓ Enter a contest                     |
| ✓ Cheat Sheet                        | ✓ Coupon code or discount             |
| ✓ Video tutorial                     | ✓ Free consultation                   |
| ✓ A tool you developed               | ✓ A PSD (Photoshop file)              |
| ✓ WordPress Plugins                  | ✓ Report or whitepaper                |
| ✓ Transcript (podcast or audio file) | ✓ Recipes                             |
| ✓ How to guides                      | ✓ Exclusive content or newsletter     |

✓ Printable article	✓ PDF article
✓ Unique calculator	✓ Online event tickets
✓ Sample chapter (book or ebook)	✓ Quiz (w/ results)
✓ Desktop wallpaper	✓ Mobile phone wallpaper
✓ Free shipping	✓ Free catalog
✓ Travel Itinerary	✓ Map or directions
✓ Group access (Facebook or LinkedIn)	✓ Charts or Graphs
✓ Resource center access	✓ Email templates
✓ Scavenger Hunt clues	✓ Home remedies

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