

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

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|--------------------------------------|---------------------------------------|
| ✓ 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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