

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

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