

# 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.

## 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                       |

