

💎 **START EARNING 300+€ DAILY!**

333 INSPIRATIONAL LEAD MAGNET & UPSELL IDEAS

Dive into a goldmine of 333 sparkly Lead Magnet and Upsell Product Ideas across 33 niches - designed to spark your creativity to create your own first two digital products and automated sales funnel.

Packed with price tips and tasty insights into different audiences, you'll be a funnel pro in no time, turning your expertise and knowledge into passive income!

Let the journey of personal freedom, financial independence and economic security begin!

START BUILDING YOUR PASSIVE INCOME FUNNEL—BUT DON'T SKIP THIS ONE THING!

Here's the wild part: You probably already have a highly profitable idea in your back pocket.



You just need to know how to package it the right way—so it fuels your funnel and sells without you constantly showing up. If you're thinking about creating an online course (or digital mini product) that drives your passive income biz—step one is choosing the right idea. One that's not just exciting, but profitable and aligned with your funnel strategy.

💡 **So before you dive into the freebie, let's back up for just a sec...**

👋 **Hey, we're Katrin & Melanie!**

We help experts, creatives, and service pros turn their knowledge into mini digital products that sell on autopilot—and eventually scale into full-blown passive income empires. 💻✨

We're obsessed with helping people like you create and express-launch digital products that:

- ✅ Solve real problems that are in high demand
- ✅ Fit perfectly into your automated sales funnel
- ✅ Are built fast (without the tech drama or perfection pressure)

Because let's be real: Being able to create digital products that sell like clockwork is the key to predictable, scalable passive income—especially if you're ready to stop trading time for money.

💡 **How do we know this works?**

We've been in your shoes—brimming with expertise, but struggling to turn it into a business that actually runs without us.

We tried to do it all—online courses, funnels, offers... and yep, we made all the classic mistakes. **Like spending weeks creating a digital product we were super excited about... only to launch it to crickets.** 😞 It's a frustrating, expensive lesson—and one so many aspiring passive income earners fall into.



But we stuck with it.

We refined. We rebuilt. We figured out what actually works.

Today, we've turned our knowledge into digital products that sell 24/7, built funnels that convert, and helped hundreds of clients do the same.

And yes, we've gone from burnout to building six-figure income streams that continue to grow—including passive income through digital products and other investments like real estate.

★ In just four years, we replaced our corporate salaries—and the growth hasn't stopped.

We discovered that one of the biggest game-changers in selling online—through funnels, email, and courses—starts way before your product is even built: 🗡️ **It starts with choosing the right lead magnet and upsell combo.**

Because let's be honest...

✗ **So many people waste time and money building digital products that no one asked for.** They launch too soon, promote with ads, and wonder why nothing sells. We've been there. It sucks. 🙄

💡 If you want to skip all that and finally figure out what people actually want to download, buy, and say YES to—you're in the right place.

We put together a collection of 333 lead magnet ideas, each with upsell suggestions, price points, and funnel angles—so you can create your first (or next!) digital offer that's not only exciting... but profitable.

📦 **33+ niches.**

🧠 **Ideas that spark real momentum.**

💰 **Your first €300/day funnel? Absolutely within reach.**

So go ahead—get inspired, get strategic, and let's start building a digital business that finally works for you.

You've got this. We've got your back.

With love 🧡,

Melanie & Katrin



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1 INTERIOR & DESIGN

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "10 Scandinavian-Inspired Home Makeovers"	Young professionals looking to revamp their apartments with a minimalist yet cozy aesthetic.	Online Course: "Complete Scandinavian Interior Design Masterclass"	49-99
2	Printable: "Bohemian Style Room Layout Planner"	Creative millennials interested in bohemian and eclectic design styles, aiming to rearrange their living spaces.	Personalized Virtual Design Consultation for Bohemian Spaces	199-299
3	Checklist: "Essential Mid-Century Modern Pieces Under €500"	Budget-conscious homeowners aiming to incorporate mid-century modern elements without breaking the bank.	Membership Site: "Monthly Mid-Century Modern Design Inspiration and Tips"	15-25/month
4	Guide: "5 DIY Farmhouse Décor Projects"	DIY enthusiasts and homeowners who love rustic and farmhouse design styles.	DIY Farmhouse Décor Kits Subscription Box	30-50/month
5	Video Tutorial: "Choosing the Perfect Color Palette for Small Spaces"	Urban dwellers living in small apartments who want to maximize space through color.	Color Consultation Service for Small Urban Spaces	100-150
6	E-book: "Modern Industrial Design on a Budget"	Young couples or first-time homeowners interested in creating a modern industrial look on a budget.	Online Workshop: "Industrial Design Techniques for Beginners"	25-50
7	Template: "Create Your Own Mood Board for a Coastal-Themed Home"	Coastal living enthusiasts or vacation home owners looking to create a beach-inspired aesthetic.	Premium Mood Board Template Bundle: "Ultimate Coastal Design Templates"	15-30
8	Guide: "Maximizing Natural Light in Dark Rooms"	Homeowners with older properties or dark rooms, looking to brighten their spaces.	Interior Design Software Tool Subscription for Light Optimization	20-40/month
9	Checklist: "Minimalist Furniture for Small Spaces"	Minimalists or tiny home owners seeking compact and multifunctional furniture.	Home Decor Toolkit Bundle for Minimalist Living	50-100
10	Webinar: "Incorporating Biophilic Design into Urban Living"	Urban residents interested in bringing more nature into their homes for improved well-being.	Exclusive Biophilic Design Trend Reports Subscription	10-20/month
11	Video Series: "DIY Home Decor Projects"	Target Audience: Hobbyists and homeowners who enjoy hands-on projects and want to personalize their living spaces with budget-friendly DIY decor.	Decor Project Kit	50-100



2 PARENTING

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "10 Time-Saving Parenting Hacks for Working Moms"	Working mothers balancing career and parenting, looking for efficiency tips.	Online Course: "Parenting with Confidence for Busy Moms"	49-99
2	Printable: "Customizable Daily Routine Chart for Kids (Ages 3-7)"	Parents of young children (ages 3-7), aiming to establish a consistent daily routine.	Customizable Family Planner Software	25-50
3	Checklist: "Screen Time Guidelines for Children" Target Audience: screen time effectively. 25-50	Parents of young children and teens looking for practical strategies to manage their kids'	Screen Time Management Workshop	25-50
4	Guide: "Handling Toddler Tantrums Like a Pro: A Step-by-Step Guide"	Parents of toddlers dealing with frequent tantrums, seeking practical solutions.	Group Coaching Session: "Managing Child Behavior Effectively"	50-100
5	Checklist: "Essential Baby Gear for the First Year"	First-time parents overwhelmed by the variety of baby products available.	Monthly Baby Product Subscription Box	30-60/month
6	E-book: "Healthy, Kid-Approved Recipes for Picky Eaters"	Parents of picky eaters struggling to find nutritious meals their kids will enjoy.	Online Cooking Classes for Kids' Nutrition	40-80
7	Webinar: "Achieving Work-Life Balance as a Parent"	Working parents aiming to improve their work-life balance without compromising family time.	Membership Site: "Parenting Support Community for Busy Families"	10-20/month
8	Video Tutorial: "10 Simple Crafts to Keep Your Kids Engaged"	Stay-at-home parents looking for creative activities to keep their kids entertained.	DIY Craft Kits Subscription Box for Kids	20-40/month
9	Guide: "Top 5 Educational Games That Actually Teach"	Parents of school-aged children interested in blending learning with play.	Online Store: Curated Educational Toys and Games	25-50
10	Checklist: "Must-Have Babyproofing Essentials for New Parents"	New parents who want to ensure their home is safe for their baby.	Babyproofing Consultation Service	100-200
11	Webinar: "How to Talk to Your Kids About Tough Topics"	Parents of tweens and teens struggling to communicate about sensitive issues.	Online Workshop: "Effective Communication Strategies with Children"	25-50



3 REAL ESTATE INVESTMENTS

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Understanding Rental Property Investments"	Target Audience: Individuals who are new to real estate investing, particularly those interested in generating passive income through rental properties.	Rental Property Management Course	99-199
2	Checklist: "Steps to Buying Your First Investment Property"	Target Audience: First-time real estate investors who need a step-by-step guide to purchasing their initial investment property.	Investment Property Consultation	200-400
3	Webinar: "Real Estate Market Trends Analysis"	Target Audience: Experienced real estate investors and professionals who want to stay ahead of market trends and make informed investment decisions.	Real Estate Market Subscription Service	20-40/month
4	Guide: "How to Evaluate Property Value"	Target Audience: Aspiring investors and homebuyers who want to learn how to assess the true value of properties to make better purchasing decisions.	Property Valuation Service	150-300
5	Video Series: "Flipping Houses for Profit"	Target Audience: Individuals interested in house flipping, including aspiring investors and DIY enthusiasts looking to enter the real estate market.	House Flipping Masterclass	100-300
6	Checklist: "Essential Tools for Real Estate Investors"	Target Audience: New and aspiring real estate investors who need a comprehensive list of tools and resources to kickstart their investing journey.	Real Estate Investment Tool Kit	50-100
7	E-book: "Maximizing ROI in Real Estate"	Target Audience: Seasoned real estate investors seeking strategies to enhance their return on investment and grow their property portfolios.	Advanced Real Estate Investing Course	99-199
8	E-book: "Real Estate Investment 101"	Aspiring real estate investors	Online Course: "Real Estate Investment Strategies"	99-199
9	Checklist: "Steps to Buying Your First Rental Property"	New investors	1-on-1 Investment Consulting	200-400
10	Webinar: "How to Analyze Property Deals"	Experienced investors	Membership: "Monthly Market Analysis Reports"	25-50/month
11	E-book: "Understanding Real Estate Taxes"	Real estate investors interested in tax strategies	Tax Optimization Service	150-300



4 RELATIONSHIP COUNSELLING

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "5 Communication Tips to Improve Your Marriage"	Married couples experiencing communication issues and looking for quick, actionable tips.	Online Course: "Relationship Mastery for Couples"	49-99
2	Guide: "50 Creative Date Night Ideas to Rekindle Your Romance"	Couples in long-term relationships wanting to revive their romance with fresh ideas.	Date Night Subscription Box (Curated Experiences)	30-60/month
3	Video Tutorial: "How to Resolve Conflicts Without Fighting"	Couples frequently arguing, seeking peaceful conflict resolution methods.	Couples Therapy Session Package (Virtual or In-Person)	200-400
4	Checklist: "Are You in a Healthy Relationship? 10 Key Indicators"	Individuals or couples questioning the health of their relationship.	Membership Site: "Ongoing Relationship Support and Advice"	15-25/month
5	E-book: "How to Keep the Spark Alive in a Long-Term Relationship"	Long-term couples looking to maintain excitement and intimacy in their relationship.	Online Workshop: "Reviving Long-term Relationships"	25-50
6	Guide: "How to Cope with a Breakup or Divorce: A Practical Guide"	Individuals going through a breakup or divorce, needing emotional support and practical advice.	1-on-1 Coaching Session: "Healing After a Breakup"	100-200
7	Webinar: "Building Trust in a Relationship: What You Need to Know"	Couples dealing with trust issues and looking to rebuild a solid foundation.	Trust-Building Workbook & Exercises	20-40
8	E-book: "Discovering Your Love Language: A Simple Guide"	Couples interested in understanding each other's emotional needs better.	Personalized Love Language Analysis & Report	30-50
9	Checklist: "Recognizing Red Flags in Your Relationship"	Individuals in uncertain relationships needing guidance on what to look out for.	Online Course: "Recognizing and Addressing Toxic Relationships"	49-99
10	Guide: "Finding the Balance Between Independence and Togetherness"	Couples struggling with independence vs. closeness, seeking a healthy balance.	Couples Retreat Package (Weekend Getaway for Reconnection)	500-1000
11	Video Series: "Understanding Love Languages"	Couples wanting to improve their relationship	Love Languages Workshop 25-50	25-50



5 FINANCES & INSURANCES

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "5 Steps to Financial Freedom"	Individuals seeking financial stability	Online Course: "Personal Finance Mastery"	49-99
2	Checklist: "Essential Insurance Policies for Families"	Families planning their financial future	Personalized Insurance Plan Review	150-300
3	Guide: "How to Save for a Rainy Day"	Individuals looking to build savings	Financial Planning Consultation	200-400
4	Webinar: "Understanding Life Insurance"	Adults considering life insurance	Life Insurance Quote Service	0 (commission-based)
5	E-book: "Investing for Beginners"	Aspiring investors	Investment Strategy Consultation	150-300
6	E-book: "Mastering Your Personal Finances"	Target Audience: Individuals who are seeking to gain control over their personal finances, including budgeting, saving, and managing debt.	Personal Finance Coaching Program	200-400
7	Checklist: "Steps to Improve Your Credit Score"	Target Audience: Individuals with poor or average credit scores who are looking to improve their creditworthiness for better financial opportunities.	Credit Repair Service	100-200
8	Guide: "How to Create a Debt Repayment Plan"	Target Audience: Individuals struggling with debt who need a structured plan to manage and repay their debts effectively.	Debt Management Consultation	150-300
9	Webinar: "Investing 101 for Beginners"	Target Audience: Young professionals and first-time investors who want to start investing but lack the knowledge and confidence to begin.	Beginner Investing Course	49-99
10	Video Series: "Protecting Your Family's Financial Future"	Target Audience: Families concerned about long-term financial security, looking for advice on saving, insurance, and legacy planning.	Family Financial Planning Package	150-300
11	Guide: "How to Save for Retirement"	Target Audience: Mid-career professionals who want to start or improve their retirement savings strategy to ensure a comfortable retirement.	Retirement Planning Service	200-400
12	E-book: "Investing in Your Child's Education"	Target Audience: Parents who are focused on ensuring their children's future by investing in education savings plans and scholarship opportunities.	Education Savings Plan Consultation	100-200



6 CARE WORK RELATED TO FAMILY MEMBERS

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Caring for Aging Parents: A Practical Guide"	Adults with elderly parents, seeking practical advice on elder care.	1-on-1 Elder Care Consultation	150-300
2	Checklist: "Essential Caregiving Skills You Need to Know"	New caregivers looking to build their skill set and provide better care.	Online Course: "Mastering Caregiving Skills"	49-99
3	Guide: "Balancing Work and Caregiving: 5 Strategies That Work"	Working professionals balancing a job and caregiving responsibilities.	Membership Site: "Support for Working Caregivers"	15-25/month
4	E-book: "Navigating Legal Issues When Caring for a Family Member"	Family caregivers needing guidance on legal matters related to caregiving.	Legal Consultation Package for Family Caregivers	200-400
5	Webinar: "Understanding Dementia and Alzheimer's Care"	Caregivers of dementia patients, seeking information and support.	Dementia Care Toolkit & Resources Bundle	50-100
6	Checklist: "Creating a Safe Home Environment for Elderly Loved Ones"	Family members of elderly individuals aiming to create a safer living space.	Home Safety Assessment Service	100-200
7	Guide: "Emotional Support for Caregivers: How to Avoid Burnout"	Stressed caregivers looking for emotional support and strategies to prevent burnout.	Online Support Group for Caregivers	10-20/month
8	Video Tutorial: "Assisting with Daily Living Activities: A Beginner's Guide"	New caregivers who need practical guidance on assisting with daily tasks.	Daily Care Tools Subscription Box	30-50/month
9	E-book: "How to Communicate with Doctors and Healthcare Providers"	Family caregivers who frequently interact with medical professionals.	Communication Coaching Session with a Healthcare Expert	100-200
10	Guide: "Understanding End-of-Life Care Options"	Caregivers making decisions about end-of-life care for a loved one.	1-on-1 End-of-Life Care Planning Session	150-300
11	E-book: "Communicating with Dementia Patients"	Caregivers of dementia patients	Dementia Care Workshop Series	25-50
12	Guide: "Choosing the Right Home Care Service"	Families considering home care options	Home Care Service Consultation	100-200



7 LEGAL & TAX CONSULTING SERVICES I

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Common Legal Mistakes Small Business Owners Make"	Small business owners looking to avoid common legal pitfalls.	Business Legal Audit Service	200-400
2	Checklist: "Tax Deductions for Freelancers: What You Can Claim"	Freelancers seeking to optimize their tax returns and reduce their liability.	Personalized Tax Strategy Session	150-300
3	Guide: "Understanding Contracts: What Every Entrepreneur Should Know"	Entrepreneurs who frequently enter into contracts and need to understand the basics.	Contract Review Service for Entrepreneurs	100-200
4	Webinar: "How to Legally Protect Your Online Business"	Online business owners concerned about legal compliance and protection.	Online Business Legal Toolkit	50-100
5	E-book: "How to Avoid Probate: A Step-by-Step Guide"	Individuals planning their estates, interested in avoiding the probate process.	Estate Planning Consultation	150-300
6	Guide: "Understanding Employment Law for Small Businesses"	Small business owners looking to navigate employment law effectively.	Employee Handbook Template & Legal Compliance Review	100-200
7	Checklist: "How to Choose the Right Business Structure"	New entrepreneurs or startups deciding on a business structure.	Business Structure Consultation Service	150-300
8	E-book: "How to Protect Your Intellectual Property"	Creative professionals and entrepreneurs wanting to safeguard their intellectual property.	IP Protection Package (Includes Trademark Registration)	200-500
9	Webinar: "Understanding GDPR Compliance for Small Businesses"	Small business owners in the EU concerned about data protection laws.	GDPR Compliance Audit Service	200-400
10	Guide: "Navigating International Tax Laws for Digital Nomads"	Digital nomads working across borders, seeking to understand tax obligations.	Tax Planning Consultation for International Freelancers	200-400
11	Guide: "How to Protect Your Intellectual Property"	Target Audience: Creators, entrepreneurs, and small business owners who need to protect their intellectual property, such as trademarks and copyrights.	Intellectual Property Protection Service	200-400
12	Webinar: "Estate Planning Essentials"	Target Audience: Individuals and families who want to ensure their assets are distributed according to their wishes and want to avoid probate issues.	Estate Planning Consultation	200-400
13	Video Series: "Understanding Employment Law for Employers"	Target Audience: Small business owners and HR professionals who need to navigate employment laws to avoid legal pitfalls in their hiring and management practices.	Employment Law Compliance Service	150-300



8 HAIR & BEAUTY SERVICES

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "10 Hair Care Tips for Busy Professionals"	Busy professionals looking for quick and effective hair care routines.	Online Course: "Advanced Hair Styling Techniques"	49-99
2	Video Tutorial: "Basic Skincare Routine for Beginners"	Skincare beginners seeking a simple, effective routine to start with.	Personalized Skincare Consultation	100-200
3	Checklist: "Must-Have Beauty Tools for Perfect Skin"	Beauty enthusiasts looking to invest in the right tools for their skincare routine.	Premium Beauty Tool Kit	50-100
4	Guide: "How to Choose the Right Hair Products for Your Hair Type"	Individuals confused about the best hair products for their specific hair type.	Subscription Box: Monthly Hair Care Products	20-40/month
5	E-book: "Home Remedies for Clear Skin: Top 10 Recipes"	DIY skincare fans interested in natural, home-based solutions for clear skin.	DIY Skincare Product Kit	30-60
6	Webinar: "Trends in Hair and Beauty for 2024"	Beauty trend followers who want to stay updated with the latest in hair and beauty.	Membership Site: "Ongoing Beauty Tips and Tricks"	15-25/month
7	Video Tutorial: "DIY Hair Coloring at Home: A Step-by-Step Guide"	Individuals on a budget who want to color their hair at home without going to a salon.	Personalized Hair Color Kit	40-80
8	Guide: "How to Achieve Salon-Quality Nails at Home"	Nail care enthusiasts looking for professional results at home.	Nail Care Subscription Box	20-40/month
9	Checklist: "Hair Care Routine for Curly Hair"	Individuals with curly hair seeking a specialized hair care routine.	Online Consultation: "Custom Hair Care Plan"	100-150
10	E-book: "Makeup Tips for Every Occasion: From Work to Night Out"	Women of all ages looking for versatile makeup tips that can be applied daily or for special events.	Online Makeup Masterclass	50-100
11	Checklist: "Essential Tools for At-Home Hair Styling"	DIY hairstylists	Hair Styling Tool Kit	50-100
12	Video Series: "Basic Makeup Techniques"	Makeup beginners	Makeup Mastery Course	25-50



9 ANIMALS

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Basic Pet Training Tips"	Target Audience: New pet owners, particularly those with puppies or kittens, who need guidance on essential training techniques for a well-behaved pet.	Online Pet Training Course	49-99
2	Guide: "How to Choose the Right Pet for Your Family"	Target Audience: Families considering getting a pet and who need help determining which type of pet best suits their lifestyle and needs.	Pet Selection Consultation	50-100
3	Checklist: "Essential Pet Care Supplies"	Target Audience: First-time pet owners looking for a comprehensive list of necessary supplies to ensure their pet's health and happiness.	Pet Care Supply Bundle	50-100
4	Video Series: "Caring for Senior Pets"	Target Audience: Pet owners of aging dogs or cats who want to provide the best care during their pet's senior years, focusing on health and comfort.	Senior Pet Care Workshop	25-50
5	Webinar: "Preventing Common Pet Health Issues"	Target Audience: Pet owners who want to proactively protect their pets from common health problems through preventive care.	Pet Health Consultation	100-200
6	E-book: "Introducing a New Pet to Your Home"	Target Audience: Households adding a new pet and seeking advice on how to smoothly introduce the new animal to existing pets and family members.	Pet Introduction Consultation	100-200
7	E-book: "Training Your Dog in 7 Days"	New dog owners	Online Course: "Advanced Dog Training Techniques"	49-99
8	Guide: "How to Choose the Right Pet for Your Family"	Families considering a pet	Pet Selection Consultation Service	100-200
9	Checklist: "Essential Pet Supplies for New Owners"	First-time pet owners	Premium Pet Supply Bundle	50-100
10	Video Tutorial: "Basic Grooming for Dogs at Home"	Dog owners interested in DIY grooming	Grooming Kit Subscription	25-50/month
11	E-book: "Keeping Your Cat Healthy and Happy"	Cat owners	Membership: "Monthly Cat Care Tips"	10-20/month



10 ECO-FRIENDLY TRAVELING

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "10 Tips for Eco-Friendly Travel"	Environmentally-conscious travelers	Online Course: "Sustainable Travel Planning"	39-79
2	Guide: "Eco-Friendly Packing List"	Travelers looking to minimize waste	Eco-Friendly Travel Product Bundle	50-100
3	Checklist: "How to Reduce Your Carbon Footprint While Traveling"	Frequent travelers	Carbon Offset Service Subscription	10-20/month
4	E-book: "Top 10 Eco-Friendly Destinations"	Travel enthusiasts	Membership: "Exclusive Eco-Travel Deals"	10-20/month
5	Webinar: "The Future of Sustainable Tourism"	Travel industry professionals	Virtual Summit on Sustainable Travel	49-99
6	E-book: "Eco-Friendly Travel Tips"	Target Audience: Environmentally conscious travelers who are passionate about reducing their carbon footprint and supporting sustainable tourism.	Sustainable Travel Planning Service	100-200
7	Guide: "How to Pack Light for Eco-Friendly Trips"	Target Audience: Minimalist travelers and backpackers looking to reduce waste and simplify their travel packing with eco-friendly products.	Eco-Friendly Packing Kit	50-100
8	Checklist: "Sustainable Destinations to Visit"	Target Audience: Travelers seeking destinations that prioritize sustainability, conservation, and responsible tourism practices.	Sustainable Destination Guide Subscription	20-40/month
9	Webinar: "Sustainable Travel on a Budget"	Target Audience: Budget-conscious travelers who want to explore the world without compromising on their environmental values.	Budget Travel Consultation	50-100
10	Video Series: "Reducing Your Carbon Footprint While Traveling"	Target Audience: Travelers committed to making environmentally responsible choices, such as reducing carbon emissions and supporting green businesses.	Carbon Offset Travel Plan	25-50
11	Guide: "Choosing Eco-Friendly Accommodations"	Target Audience: Travelers who prefer staying in eco-friendly hotels, resorts, and lodges that practice sustainability.	Eco-Friendly Accommodation Booking Service	50-100
12	E-book: "Traveling with a Purpose"	Target Audience: Ethical travelers who want to make a positive impact on the communities they visit, through volunteering or supporting local businesses.	Purpose-Driven Travel Program	100-200



11 BUILDING PASSIVE INCOME

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "10 Passive Income Ideas for Beginners"	Individuals looking to build passive income streams	Online Course: "Creating Sustainable Passive Income"	49-99
2	Checklist: "Steps to Starting a Passive Income Business"	Aspiring entrepreneurs	Passive Income Business Consultation	200-400
3	Guide: "How to Build a Successful Blog"	Content creators	Blog Monetization Workshop Series	25-50
4	Video Series: "Building a Real Estate Rental Empire"	Real estate investors	Membership: "Monthly Rental Market Insights"	20-40/month
5	Webinar: "Investing in Dividend Stocks"	Stock market investors	Dividend Stock Portfolio Review	150-300
6	E-book: "Top Passive Income Streams in 2024"	Target Audience: Aspiring passive income earners, including freelancers, side hustlers, and entrepreneurs looking to diversify their income sources.	Passive Income Mastery Course	99-199
7	Checklist: "Steps to Creating Your First Passive Income Stream"	Target Audience: Beginners who are interested in building a passive income but don't know where to start, seeking actionable steps and guidance.	Passive Income Coaching Program	200-400
8	Guide: "How to Automate Your Business for Passive Income"	Target Audience: Entrepreneurs who want to optimize their business operations to generate passive income with minimal ongoing effort.	Business Automation Service	150-300
9	Webinar: "Real Estate as a Passive Income Stream"	Target Audience: Real estate enthusiasts and aspiring investors looking to leverage property as a source of steady, passive income.	Real Estate Investment Course	100-300
10	Video Series: "Creating an Online Course for Passive Income"	Target Audience: Content creators, educators, and professionals who want to monetize their expertise by creating and selling online courses.	Online Course Creation Masterclass	49-99
11	Guide: "How to Scale Your Passive Income Streams"	Target Audience: Experienced passive income earners who are looking to grow and diversify their income streams for greater financial security.	Scaling Strategies Workshop	25-50
12	E-book: "The Ultimate Guide to Dividend Investing"	Target Audience: Stock market investors who are interested in building a steady passive income through dividend-paying stocks.	Dividend Investing Strategy Consultation	100-200



12 SPIRITUALITY

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Introduction to Meditation and Mindfulness"	Individuals seeking spiritual growth	Meditation Course	49-99
2	Checklist: "Daily Spiritual Practices"	Spiritual seekers	Spirituality Retreat	200-400
3	Guide: "How to Create a Sacred Space at Home"	Individuals wanting a spiritual home environment	Sacred Space Setup Consultation	100-200
4	Video Tutorial: "Basic Yoga for Spiritual Growth"	Yoga enthusiasts	Yoga and Meditation Bundle	50-100
5	Webinar: "Exploring Different Spiritual Paths"	Open-minded spiritual seekers	Spiritual Coaching Sessions	100-200
6	E-book: "Meditation Techniques for Beginners"	Target Audience: Individuals new to spirituality and meditation who are seeking easy-to-follow techniques to start their mindfulness journey.	Guided Meditation Series Subscription	10-20/month
7	Checklist: "Creating a Sacred Space at Home"	Target Audience: Spiritual seekers and homebodies who want to design a personal sanctuary within their home for meditation and reflection.	Sacred Space Design Service	50-100
8	Guide: "How to Practice Mindfulness Daily"	Target Audience: Busy professionals and stressed individuals looking for practical ways to incorporate mindfulness into their daily routines.	Mindfulness Coaching Program	100-200
9	Webinar: "Understanding Your Chakras"	Target Audience: Yoga practitioners, energy healers, and those interested in exploring the connection between chakras and overall well-being.	Chakra Balancing Course	25-50
10	Video Series: "Exploring Different Forms of Meditation"	Target Audience: Spiritual explorers and meditation enthusiasts who want to expand their practice by learning about various meditation techniques.	Meditation Styles Workshop	25-50
11	Guide: "Journaling for Spiritual Growth"	Target Audience: Writers, spiritual seekers, and self-improvement enthusiasts interested in using journaling as a tool for personal and spiritual development.	Spiritual Journaling Kit	50-100
12	E-book: "Introduction to Energy Healing"	Target Audience: Individuals interested in alternative healing practices, such as Reiki, crystal healing, and other forms of energy work.	Energy Healing Course	100-200



13 PERSONAL GROWTH

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "10 Steps to Personal Growth"	Individuals seeking self-improvement	Online Course: "Mastering Personal Development"	49-99
2	Checklist: "Daily Habits for Success"	Professionals aiming for success	Success Habit Tracking App	10-20/month
3	Guide: "How to Set and Achieve Your Goals"	Goal-oriented individuals	Goal Setting Workshop	25-50
4	Video Series: "Building Confidence and Self-Esteem"	Individuals lacking confidence	1-on-1 Personal Growth Coaching	100-200
5	Webinar: "Overcoming Limiting Beliefs"	Individuals struggling with mindset	Membership: "Ongoing Personal Growth Community"	15-25/month
6	E-book: "Setting Achievable Goals"	Target Audience: Individuals seeking self-improvement, especially those who struggle with setting and achieving personal and professional goals.	Goal Setting Workshop	25-50
7	Checklist: "Daily Habits for Success"	Target Audience: Ambitious professionals and students who want to develop daily routines that foster success in their personal and professional lives.	Daily Success Habits Coaching	100-200
8	Guide: "How to Build Self-Discipline"	Target Audience: Procrastinators, self-improvement enthusiasts, and those who struggle with maintaining self-discipline in their personal and professional lives.	Self-Discipline Mastery Course	49-99
9	Webinar: "Overcoming Limiting Beliefs"	Target Audience: Individuals facing self-doubt, low self-esteem, and mental blocks that hinder their personal and professional growth.	Belief System Rewiring Coaching	100-200
10	Video Series: "Time Management Techniques"	Target Audience: Busy professionals, students, and entrepreneurs who need practical strategies to manage their time effectively and increase productivity.	Time Management Masterclass	49-99
11	Guide: "Creating a Personal Vision Statement"	Target Audience: Visionary individuals, entrepreneurs, and professionals looking to align their actions with their long-term goals and aspirations.	Vision Board Creation Workshop	25-50
12	E-book: "Developing Emotional Intelligence"	Target Audience: Professionals, leaders, and individuals seeking to improve their emotional intelligence for better relationships and workplace success.	Emotional Intelligence Course	49-99

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14 WELLNESS & WELL-BEING

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "10 Ways to Improve Your Well-Being"	Health-conscious individuals	Online Course: "Comprehensive Wellness Program"	49-99
2	Checklist: "Daily Wellness Routine"	Busy professionals	Personalized Wellness Plan	100-200
3	Guide: "How to Reduce Stress Naturally"	Individuals with high-stress levels	Stress Management Workshop	25-50
4	Video Series: "Mindfulness for Everyday Life"	Mindfulness beginners	Mindfulness App Subscription	10-20/month
5	Webinar: "Building a Balanced Lifestyle"	Individuals seeking life balance	Life Balance Coaching Program	100-200
6	E-book: "Creating a Self-Care Routine"	Target Audience: Busy professionals, caregivers, and individuals who often neglect self-care and are looking for ways to prioritize their well-being.	Self-Care Coaching Program	100-200
7	Checklist: "Daily Wellness Habits"	Target Audience: Health-conscious individuals seeking to improve their overall well-being through consistent, manageable daily practices.	Personalized Wellness Plan	100-300
8	Guide: "How to Reduce Stress and Anxiety"	Target Audience: Stressed professionals, students, and anyone experiencing anxiety who needs practical, effective stress-relief techniques.	Stress Reduction Workshop	25-50
9	Webinar: "The Importance of Sleep for Well-Being"	Target Audience: Sleep-deprived individuals, professionals, and students who want to improve their sleep quality for better health and productivity.	Sleep Optimization Coaching	100-200
10	Video Series: "Mind-Body Connection Practices"	Target Audience: Holistic health seekers and individuals interested in exploring the connection between physical and mental well-being.	Mind-Body Wellness Course	49-99
11	Guide: "Creating a Balanced Lifestyle"	Target Audience: Busy professionals, parents, and students struggling to balance work, family, and personal time, looking for a more harmonious lifestyle.	Lifestyle Balance Coaching	100-200
12	E-book: "Improving Mental Well-Being"	Target Audience: Mental health advocates, individuals dealing with stress, anxiety, or depression, and those interested in improving their mental health.	Mental Well-Being Course	49-99



15 HEALTH, NUTRITION & FITNESS

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Healthy Eating on a Budget"	Health-conscious individuals on a budget	Online Course: "Advanced Nutrition for Optimal Health"	49-99
2	Meal Plan: "7-Day Clean Eating Plan"	Individuals wanting to eat healthily	Meal Planning Subscription Service	20-40/month
3	Checklist: "Essential Fitness Equipment for Home Workouts"	Fitness enthusiasts	Home Workout Equipment Bundle	50-100
4	Guide: "How to Start a Fitness Routine"	Fitness beginners	Personal Training Program	100-300
5	Video Series: "Quick Workouts for Busy Professionals"	Time-pressed professionals	Fitness Coaching Subscription	20-40/month
6	E-book: "Meal Planning for Weight Loss"	Target Audience: Individuals looking to lose weight through healthy eating, especially those new to meal planning and needing structured guidance.	Personalized Meal Planning Service	100-200
7	Checklist: "Essential Nutrients for a Healthy Body"	Target Audience: Health-conscious individuals, including those with dietary restrictions, seeking to ensure they get the essential nutrients in their diet.	Nutritional Consultation Package	100-300
8	Guide: "Home Workouts for Busy Professionals"	Target Audience: Busy professionals who want to stay fit but struggle to find time to go to the gym, looking for efficient home workout routines.	Home Fitness Program	50-100
9	Webinar: "Boosting Your Metabolism Naturally"	Target Audience: Individuals interested in improving their metabolism to support weight loss and overall energy levels through natural methods.	Metabolism Boosting Coaching	100-200
10	Video Series: "Yoga for Beginners"	Target Audience: Newcomers to yoga who are looking for gentle, easy-to-follow routines that they can practice at home to improve flexibility and reduce stress.	Beginner Yoga Program	49-99
11	Guide: "How to Stay Hydrated for Optimal Health"	Target Audience: Fitness enthusiasts, athletes, and health-conscious individuals looking to optimize their hydration for better performance and health.	Hydration Optimization Kit	50-100
12	E-book: "Healthy Snack Ideas"	Target Audience: Busy individuals, parents, and health-conscious people who want quick and easy snack options that are both nutritious and delicious.	Healthy Snack Subscription Box	25-50/month

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16 LEGAL & TAX CONSULTING SERVICES II

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Understanding Your Tax Obligations"	Small business owners	Tax Optimization Consultation	200-400
2	Checklist: "Legal Documents Every Business Needs"	Entrepreneurs	Custom Legal Document Service	150-300
3	Guide: "How to Choose the Right Legal Structure"	New business owners	1-on-1 Legal Structure Consultation	100-200
4	Webinar: "Tax Planning for Freelancers"	Freelancers and solopreneurs	Membership: "Monthly Tax Planning Tips"	20-40/month
5	E-book: "Protecting Your Intellectual Property"	Creatives and entrepreneurs	IP Protection Service	300-500
6	E-book: "Understanding Tax Deductions for Freelancers"	Target Audience: Freelancers and self-employed individuals who want to maximize their tax deductions and minimize their tax liability.	Tax Deduction Consultation	150-300
7	Checklist: "Essential Legal Documents for Small Businesses"	Target Audience: Small business owners and entrepreneurs who need to ensure they have all necessary legal documents to operate their business legally.	Legal Document Package	100-200
8	Guide: "How to Protect Your Intellectual Property"	Target Audience: Creators, entrepreneurs, and small business owners who need to protect their intellectual property, such as trademarks and copyrights.	Intellectual Property Protection Service	200-400
9	Webinar: "Estate Planning Essentials"	Target Audience: Individuals and families who want to ensure their assets are distributed according to their wishes and want to avoid probate issues.	Estate Planning Consultation	200-400
10	Video Series: "Understanding Employment Law for Employers"	Target Audience: Small business owners and HR professionals who need to navigate employment laws to avoid legal pitfalls in their hiring and management practices.	Employment Law Compliance Service	150-300
11	Guide: "How to Choose the Right Business Structure"	Target Audience: Aspiring entrepreneurs and small business owners who are unsure about which business structure (e.g., LLC, corporation) is best for their business.	Business Structure Consultation	150-300
12	E-book: "Navigating the Tax Implications of Remote Work"	Target Audience: Remote workers, freelancers, and employers managing remote teams who need to understand the tax implications of remote work.	Remote Work Tax Planning Service	100-200



17 PERSONAL SHOPPING & STYLE CONSULTING

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "10 Wardrobe Essentials for Every Woman"	Women looking to revamp their style	Online Course: "Personal Style Mastery"	49-99
2	Checklist: "How to Build a Capsule Wardrobe"	Minimalists	Capsule Wardrobe Consultation	150-300
3	Guide: "Choosing the Right Outfit for Any Occasion"	Fashion-conscious individuals	Personal Shopping Service	200-400
4	Video Series: "Accessorizing Like a Pro"	Women who want to elevate their style	Accessory Subscription Box	30-60/month
5	Webinar: "The Basics of Personal Styling"	Style beginners	Membership: "Ongoing Style Tips"	15-25/month
6	E-book: "Building a Capsule Wardrobe"	Target Audience: Fashion-conscious individuals who want to streamline their wardrobe, focusing on quality over quantity and creating versatile, timeless outfits.	Capsule Wardrobe Consultation	100-200
7	Checklist: "Essential Fashion Pieces for Every Woman"	Target Audience: Women interested in fashion who want to build a foundational wardrobe with key pieces that can be mixed and matched for various occasions.	Personal Shopping Service	150-300
8	Guide: "How to Dress for Your Body Type"	Target Audience: Individuals seeking to improve their personal style by understanding how to dress in a way that flatters their unique body shape.	Body Type Styling Consultation	100-200
9	Webinar: "Trends vs. Timeless Fashion"	Target Audience: Fashion enthusiasts who want to understand the balance between following trends and investing in timeless pieces that will last.	Trend Analysis Subscription	20-40/month
10	Video Series: "Creating Your Signature Style"	Target Audience: Individuals looking to define and develop a personal style that reflects their personality, lifestyle, and values.	Signature Style Development Program	100-200
11	Guide: "Sustainable Fashion: How to Shop Ethically"	Target Audience: Eco-conscious shoppers interested in fashion who want to make more sustainable choices and support ethical brands.	Sustainable Fashion Consultation	100-200
12	E-book: "Accessorizing Like a Pro"	Target Audience: Fashion-forward individuals who want to elevate their outfits with the right accessories and need guidance on how to do it effectively.	Accessory Styling Service	50-100

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18 ALTERNATIVE MEDICINE & TCM

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Introduction to Traditional Chinese Medicine"	Individuals interested in alternative medicine	Online Course: "Advanced Techniques in TCM"	49-99
2	Guide: "Herbal Remedies for Common Ailments"	Health-conscious individuals	Personalized Herbal Consultation	100-200
3	Checklist: "Essential Oils for Health and Well-being"	Aromatherapy enthusiasts	Essential Oils Starter Kit	50-100
4	Video Series: "Basic Acupressure Techniques"	Individuals with chronic pain	Acupressure Workshop	25-50
5	Webinar: "The Benefits of Acupuncture"	Individuals curious about acupuncture	Acupuncture Treatment Package	150-300
6	E-book: "Introduction to Traditional Chinese Medicine (TCM)"	Target Audience: Individuals interested in exploring alternative medicine practices, particularly those curious about Traditional Chinese Medicine (TCM) and its benefits.	TCM Consultation Package	150-300
7	Checklist: "Herbal Remedies for Common Ailments"	Target Audience: Health-conscious individuals looking for natural remedies for common health issues, such as colds, headaches, and digestive problems.	Personalized Herbal Remedy Kit	50-100
8	Guide: "Understanding Acupuncture and Its Benefits"	Target Audience: Individuals considering acupuncture as a treatment option for various health issues, including pain management and stress relief.	Acupuncture Treatment Package	200-400
9	Webinar: "Balancing Your Qi: Energy Flow in TCM"	Target Audience: Holistic health enthusiasts and those interested in learning how to balance their energy flow (Qi) according to Traditional Chinese Medicine principles.	Qi Balancing Consultation	100-200
10	Video Series: "TCM Practices for Daily Wellness"	Target Audience: Individuals looking to incorporate Traditional Chinese Medicine practices, such as Tai Chi and Qigong, into their daily wellness routines.	TCM Daily Wellness Program	100-200
11	Guide: "Detoxifying Your Body with TCM"	Target Audience: Individuals interested in detoxification through natural and alternative methods, particularly using Traditional Chinese Medicine techniques.	TCM Detoxification Program	150-300
12	E-book: "The Role of Diet in Traditional Chinese Medicine"	Target Audience: Health-conscious individuals and food enthusiasts who want to explore how diet can influence health according to Traditional Chinese Medicine principles.	TCM Dietary Consultation	100-200



19 PHOTOGRAPHY

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Photography Basics for Beginners"	Aspiring photographers	Online Course: "Advanced Photography Techniques"	49-99
2	Guide: "How to Choose the Right Camera Gear"	Photography enthusiasts	Camera Gear Consultation Service	100-200
3	Checklist: "Essential Photography Accessories"	Hobbyist photographers	Photography Accessory Bundle	50-100
4	Video Tutorial: "Editing Photos Like a Pro"	Photographers wanting to improve editing	Photo Editing Software Bundle	50-150
5	Webinar: "Making Money with Photography"	Photographers looking to monetize their skills	Photography Business Masterclass	100-300
6	E-book: "Beginner's Guide to DSLR Photography"	Target Audience: Aspiring photographers who are new to DSLR cameras and want to learn the basics of using their equipment to capture high-quality images.	Photography Basics Course	49-99
7	Checklist: "Essential Photography Gear for Beginners"	Target Audience: Photography enthusiasts and beginners who are unsure about which gear to invest in to get started with photography.	Gear Recommendation Consultation	50-100
8	Guide: "How to Master Natural Light Photography"	Target Audience: Amateur photographers looking to improve their skills in natural light photography, particularly for portraits and landscapes.	Natural Light Photography Workshop	100-200
9	Webinar: "Editing Photos Like a Pro with Lightroom"	Target Audience: Photographers who want to enhance their post-processing skills using Adobe Lightroom to create professional-quality images.	Lightroom Editing Masterclass	49-99
10	Video Series: "Photography Composition Techniques"	Target Audience: Intermediate photographers seeking to refine their composition skills to create more visually appealing and impactful images.	Composition Mastery Course	49-99
11	Guide: "How to Build a Photography Portfolio"	Target Audience: Aspiring professional photographers looking to build a strong portfolio that showcases their best work to attract clients.	Portfolio Development Service	150-300
12	E-book: "Starting a Photography Business"	Target Audience: Photographers interested in turning their passion into a business, looking for guidance on how to start and grow a photography business.	Photography Business Coaching	200-400



20 DATA PRIVACY & SECURITY

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Protecting Your Online Privacy"	Tech-savvy individuals	Online Course: "Advanced Cybersecurity Techniques"	49-99
2	Guide: "How to Secure Your Home Network"	Homeowners with smart devices	Home Network Security Audit	150-300
3	Checklist: "Top 10 Cybersecurity Tools"	Small business owners	Cybersecurity Toolkit	50-100
4	Video Tutorial: "Setting Up Two-Factor Authentication"	Individuals concerned about online security	1-on-1 Security Consultation	100-200
5	Webinar: "Data Privacy for Small Businesses"	Small business owners	Membership: "Monthly Cybersecurity Tips"	20-40/month
6	E-book: "Protecting Your Personal Data Online"	Target Audience: Individuals concerned about their online privacy and security, looking for practical advice on how to protect their personal data.	Data Privacy Consultation	100-200
7	Checklist: "Steps to Secure Your Home Network"	Target Audience: Homeowners and small business owners who want to secure their home networks from potential cyber threats.	Network Security Setup Service	100-300
8	Guide: "Understanding GDPR for Small Businesses"	Target Audience: Small business owners and entrepreneurs who need to comply with GDPR regulations to protect customer data and avoid legal issues.	GDPR Compliance Package	200-400
9	Webinar: "Cybersecurity Best Practices for Remote Workers"	Target Audience: Remote workers and freelancers who need to secure their devices and data while working from home or public spaces.	Remote Work Security Training	100-200
10	Video Series: "Using VPNs to Protect Your Online Privacy"	Target Audience: Individuals who frequently use public Wi-Fi and want to secure their online activities and data using VPNs.	VPN Setup and Maintenance Service	50-100
11	Guide: "How to Create Strong Passwords"	Target Audience: Internet users concerned about account security who want to learn how to create and manage strong, secure passwords.	Password Management Solution	25-50
12	E-book: "Protecting Your Business from Ransomware"	Target Audience: Small business owners and IT professionals who need to safeguard their businesses from ransomware attacks.	Ransomware Protection Service	200-400



21 SMALL BUSINESS CONSULTING

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Starting a Small Business: A Beginner's Guide"	Aspiring entrepreneurs	Online Course: "Small Business Mastery"	49-99
2	Checklist: "Essential Tools for Running a Small Business"	New business owners	Small Business Tool Bundle	50-100
3	Guide: "How to Create a Business Plan"	Entrepreneurs	Business Plan Review Service	150-300
4	Webinar: "Marketing Strategies for Small Businesses"	Small business owners	Marketing Consulting Package	200-400
5	E-book: "Legal Considerations for Small Businesses"	Small business owners	Legal Document Service Subscription	25-50/month
6	E-book: "Starting a Small Business on a Budget"	Target Audience: Aspiring entrepreneurs with limited financial resources who want to start a small business and need practical, budget-friendly advice.	Small Business Startup Coaching	200-400
7	Checklist: "Essential Tools for Small Business Success"	Target Audience: Small business owners and entrepreneurs looking to optimize their operations with essential tools and technologies.	Small Business Tool Kit	100-200
8	Guide: "How to Create a Business Plan"	Target Audience: New entrepreneurs and small business owners who need to develop a comprehensive business plan to guide their business growth.	Business Plan Development Service	150-300
9	Webinar: "Scaling Your Small Business"	Target Audience: Small business owners ready to take their business to the next level and looking for strategies to scale operations and increase revenue.	Scaling Strategy Consultation	200-400
10	Video Series: "Marketing Strategies for Small Businesses"	Target Audience: Small business owners and entrepreneurs looking for effective marketing strategies to promote their business and attract customers.	Marketing Strategy Workshop	100-200
11	Guide: "How to Manage Cash Flow in Your Business"	Target Audience: Small business owners who struggle with cash flow management and need practical solutions to maintain financial stability.	Cash Flow Management Coaching	150-300
12	E-book: "Building a Strong Brand for Your Small Business"	Target Audience: Entrepreneurs and small business owners looking to establish a strong brand identity that resonates with their target audience.	Brand Development Package	200-400



22 GOLF

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Golfing for Beginners"	Aspiring golfers	Online Course: "Advanced Golf Techniques"	49-99
2	Guide: "How to Choose the Right Golf Clubs"	Beginner golfers	Golf Club Fitting Service	100-200
3	Checklist: "Essential Golf Accessories"	Golf enthusiasts	Golf Accessory Bundle	50-100
4	Video Tutorial: "Improving Your Swing"	Intermediate golfers	1-on-1 Golf Coaching	150-300
5	Webinar: "Golfing Strategies for Lowering Your Score"	Competitive golfers	Membership: "Monthly Golf Strategy Tips"	20-40/month
6	E-book: "Golf Swing Fundamentals"	Target Audience: Beginners and amateur golfers looking to improve their swing technique and achieve better results on the course.	Golf Swing Coaching Session	100-200
7	Checklist: "Essential Golf Gear for Beginners"	Target Audience: New golfers who are unsure about which equipment to invest in and need guidance on essential gear for starting out.	Beginner Golf Gear Consultation	50-100
8	Guide: "Improving Your Short Game"	Target Audience: Amateur golfers who struggle with their short game and want practical tips to improve their performance around the green.	Short Game Mastery Workshop	100-200
9	Webinar: "Mental Strategies for Better Golf Performance"	Target Audience: Golfers of all levels who want to improve their mental game to reduce stress and improve their overall performance on the course.	Golf Psychology Coaching	150-300
10	Video Series: "Golf Fitness: Exercises to Improve Your Game"	Target Audience: Golfers looking to enhance their physical fitness to improve their strength, flexibility, and overall golf performance.	Golf Fitness Program	100-200
11	Guide: "Reading Greens Like a Pro"	Target Audience: Intermediate and advanced golfers who want to improve their ability to read greens and make more accurate putts.	Putting Accuracy Coaching	100-200
12	E-book: "Golf Etiquette: What Every Golfer Should Know"	Target Audience: New golfers who want to learn the rules and etiquette of golf to feel more confident and respectful on the course.	Golf Etiquette Consultation	50-100



23 SEWING & CRAFTING

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Sewing Basics for Beginners"	Aspiring sewists	Online Course: "Advanced Sewing Techniques"	49-99
2	Guide: "How to Choose the Right Sewing Machine"	DIY crafters	Sewing Machine Consultation	100-200
3	Checklist: "Essential Sewing Tools"	Sewing enthusiasts	Sewing Tool Bundle	50-100
4	Video Tutorial: "Sewing Your First Garment"	Beginner sewists	Sewing Pattern Subscription	10-20/month
5	Webinar: "Advanced Quilting Techniques"	Experienced sewists	Quilting Workshop Series	25-50
6	E-book: "Sewing for Beginners: Getting Started"	Target Audience: Individuals new to sewing who are interested in learning the basics and starting simple sewing projects.	Beginner Sewing Course	49-99
7	Checklist: "Essential Tools for Your Sewing Kit"	Target Audience: New and intermediate sewers who want to ensure they have all the essential tools to create quality sewing projects.	Sewing Kit Essentials Package	50-100
8	Guide: "How to Read Sewing Patterns"	Target Audience: Beginner and intermediate sewers who struggle with understanding sewing patterns and need guidance on how to use them effectively.	Pattern Reading Workshop	100-200
9	Webinar: "Creative Fabric Techniques for Unique Projects"	Target Audience: Intermediate and advanced crafters and sewers looking to explore new fabric techniques to enhance their projects.	Fabric Techniques Masterclass	100-200
10	Video Series: "Sewing Your First Garment"	Target Audience: Beginner sewers who are ready to move beyond basic projects and want step-by-step guidance on sewing their first piece of clothing.	Garment Sewing Program	49-99
11	Guide: "Upcycling Old Clothes into New Creations"	Target Audience: Eco-conscious crafters and sewers interested in sustainable fashion and upcycling old clothing into new, stylish pieces.	Upcycling Workshop	50-100
12	E-book: "Crafting with Felt: Simple Projects for Beginners"	Target Audience: Beginner crafters and sewers who are interested in working with felt and want to start with easy, fun projects.	Felt Crafting Kit	25-50



24 ONLINE BUSINESS MENTORING

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Starting an Online Business"	Aspiring online entrepreneurs	Online Course: "Building a Profitable Online Business"	99-199
2	Checklist: "Tools for Running an Online Business"	New online business owners	Online Business Tool Bundle	50-100
3	Guide: "How to Create a Profitable Online Course"	Content creators	Online Course Creation Workshop	25-50
4	Webinar: "Marketing Your Online Business"	Online business owners	1-on-1 Marketing Consultation	200-400
5	E-book: "Scaling Your Online Business"	Established online entrepreneurs	Membership: "Ongoing Business Growth Tips"	20-40/month
6	E-book: "Building Your First Online Business"	Target Audience: Aspiring entrepreneurs who are new to online business and want to learn the basics of getting started.	Online Business Startup Course	100-200
7	Checklist: "Essential Tools for Running an Online Business"	Target Audience: New online business owners who need guidance on selecting the right tools and platforms to run their business efficiently.	Tool Recommendation Consultation	50-100
8	Guide: "How to Create a Successful Online Course"	Target Audience: Experts and educators who want to monetize their knowledge by creating and selling online courses.	Course Creation Masterclass	150-300
9	Webinar: "Scaling Your Online Business to 6 Figures"	Target Audience: Existing online business owners who are ready to scale their operations and revenue.	Scaling Strategy Coaching	200-400
10	Video Series: "Building a Personal Brand Online"	Target Audience: Entrepreneurs and freelancers who want to establish a strong personal brand to attract clients and opportunities.	Personal Branding Program	150-300
11	Guide: "How to Drive Traffic to Your Website"	Target Audience: Online business owners struggling with low website traffic and looking for effective strategies to increase visitors.	Traffic Generation Consultation	100-200
12	E-book: "Monetizing Your Blog"	Target Audience: Bloggers and content creators who want to turn their blog into a profitable business.	Blog Monetization Course	100-200



25 ALTERNATIVE HEALING

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Introduction to Alternative Healing Practices"	Individuals interested in holistic health	Online Course: "Advanced Alternative Healing Techniques"	49-99
2	Guide: "How to Use Crystals for Healing"	Crystal healing enthusiasts	Crystal Healing Kit	50-100
3	Checklist: "Essential Oils for Emotional Balance"	Aromatherapy users	Personalized Essential Oil Blend Consultation	100-200
4	Video Series: "Reiki Basics"	Reiki beginners	Reiki Certification Course	150-300
5	Webinar: "The Power of Sound Healing"	Individuals interested in sound therapy	Sound Healing Workshop	25-50
6	E-book: "Introduction to Reiki Healing"	Target Audience: Individuals interested in exploring Reiki as a form of energy healing, either as a practice for themselves or others.	Reiki Healing Course	100-200
7	Checklist: "Essential Oils for Everyday Ailments"	Target Audience: Health-conscious individuals and those interested in natural remedies, looking to use essential oils for common health issues.	Essential Oil Blends Kit	50-100
8	Guide: "Crystal Healing for Beginners"	Target Audience: Individuals curious about using crystals for healing and energy work, seeking an introduction to the practice.	Crystal Healing Workshop	100-200
9	Webinar: "Holistic Approaches to Stress Management"	Target Audience: Individuals experiencing high levels of stress who are looking for alternative, holistic methods to manage and reduce it.	Stress Management Coaching	150-300
10	Video Series: "Chakra Balancing Techniques"	Target Audience: People interested in energy healing, particularly those looking to balance their chakras for better mental and physical health.	Chakra Balancing Program	100-200
11	Guide: "Introduction to Sound Healing"	Target Audience: Individuals interested in exploring sound healing as a way to relax, reduce stress, and promote healing.	Sound Healing Session	50-100
12	E-book: "Herbal Remedies for Mental Well-Being"	Target Audience: Individuals looking to improve their mental health through natural and herbal remedies.	Herbal Remedy Consultation	100-200



26 YOGA & AYURVEDA

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Introduction to Yoga and Ayurveda"	Yoga enthusiasts	Online Course: "Advanced Yoga & Ayurveda Practices"	49-99
2	Guide: "Creating a Home Yoga Space"	Yoga beginners	Personalized Yoga Space Setup Consultation	100-200
3	Checklist: "Daily Ayurvedic Practices"	Health-conscious individuals	Ayurvedic Lifestyle Consultation	150-300
4	Video Tutorial: "Basic Yoga Poses for Beginners"	New yoga practitioners	Yoga Pose Mastery Course	25-50
5	Webinar: "Balancing Your Doshas with Ayurveda"	Ayurveda enthusiasts	Ayurvedic Diet Plan Subscription	20-40/month
6	E-book: "Beginner's Guide to Yoga"	Target Audience: Individuals new to yoga who want to learn the basics and start their practice in a structured way.	Beginner Yoga Course	49-99
7	Checklist: "Daily Ayurvedic Practices for Health"	Target Audience: Health-conscious individuals interested in incorporating Ayurvedic practices into their daily routine for better health.	Ayurvedic Lifestyle Consultation	100-200
8	Guide: "Understanding Your Dosha: The Key to Health"	Target Audience: People curious about Ayurveda, particularly those interested in learning about their Dosha (body type) and how it affects their health.	Dosha Analysis and Consultation	100-200
9	Webinar: "Yoga for Stress Relief"	Target Audience: Individuals dealing with stress who want to explore yoga as a method of relaxation and mental health improvement.	Stress Relief Yoga Program	50-100
10	Video Series: "Ayurvedic Cooking for Beginners"	Target Audience: Individuals interested in Ayurveda who want to learn how to cook meals that align with their Dosha and promote health.	Ayurvedic Cooking Class	50-100
11	Guide: "Balancing Your Chakras with Yoga"	Target Audience: Yoga practitioners interested in combining yoga and energy work to balance their chakras for better overall health.	Chakra Yoga Program	100-200
12	E-book: "Meditation Techniques for Mindfulness"	Target Audience: Individuals interested in mindfulness and meditation who are looking for practical techniques to incorporate into their daily lives.	Meditation and Mindfulness Course	49-99



27 GARDENING

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Gardening for Beginners"	Aspiring gardeners	Online Course: "Advanced Gardening Techniques"	49-99
2	Guide: "How to Start a Vegetable Garden"	Home gardeners	Garden Planning Consultation	100-200
3	Checklist: "Essential Gardening Tools"	Gardening enthusiasts	Gardening Tool Bundle	50-100
4	Video Series: "DIY Garden Projects"	DIY gardeners	Garden Project Subscription	10-20/month
5	Webinar: "Organic Gardening Tips"	Organic gardening enthusiasts	Organic Gardening Workshop	25-50
6	E-book: "Starting Your First Vegetable Garden"	Target Audience: New gardeners who want to start growing their own vegetables and need a simple, step-by-step guide.	Vegetable Gardening Course	49-99
7	Checklist: "Essential Tools for Every Gardener"	Target Audience: Beginner and intermediate gardeners looking to ensure they have the right tools to maintain their garden effectively.	Gardening Tools Kit	50-100
8	Guide: "Companion Planting for Better Yields"	Target Audience: Gardeners who want to improve their garden's productivity through the use of companion planting techniques.	Companion Planting Workshop	50-100
9	Webinar: "Organic Pest Control Methods"	Target Audience: Gardeners seeking eco-friendly and organic solutions for managing pests in their garden.	Organic Pest Control Consultation	100-200
10	Video Series: "Container Gardening for Small Spaces"	Target Audience: Individuals with limited space who want to start gardening using containers and need guidance on how to do it successfully.	Container Gardening Program	50-100
11	Guide: "Creating a Pollinator-Friendly Garden"	Target Audience: Eco-conscious gardeners interested in attracting and supporting pollinators like bees and butterflies in their garden.	Pollinator Garden Design Service	100-200
12	E-book: "Year-Round Gardening Tips"	Target Audience: Gardeners who want to maintain a productive garden throughout the year, regardless of the season.	Year-Round Gardening Coaching	100-200



28 ECO-FRIENDLY ARCHITECTURE

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Introduction to Eco-Friendly Architecture"	Environmentally-conscious homeowners	Online Course: "Designing Eco-Friendly Homes"	49-99
2	Guide: "How to Choose Sustainable Building Materials"	Home builders	Sustainable Material Consultation	150-300
3	Checklist: "Steps to Building a Green Home"	Homeowners interested in eco-friendly building	Green Home Design Consultation	200-400
4	Video Series: "Eco-Friendly Home Renovation Tips"	Homeowners	Eco-Friendly Renovation Consultation	100-200
5	Webinar: "The Future of Sustainable Architecture"	Architects and builders	Membership: "Monthly Sustainable Architecture Insights"	20-40/month
6	E-book: "Designing a Sustainable Home"	Target Audience: Homeowners and future homeowners interested in building or renovating a home with sustainable and eco-friendly practices.✕	Sustainable Home Design Consultation	150-300
7	Checklist: "Eco-Friendly Building Materials"	Target Audience: Architects, builders, and homeowners looking to source environmentally friendly materials for their building projects.	Eco-Material Sourcing Service	100-200
8	Guide: "How to Maximize Energy Efficiency in Your Home"	Target Audience: Homeowners and renters interested in reducing their energy consumption and lowering utility bills through efficient home design.	Energy Efficiency Assessment	150-300
9	Webinar: "Integrating Renewable Energy in Home Design"	Target Audience: Homeowners, architects, and builders looking to incorporate renewable energy solutions, such as solar panels, into their home designs.	Renewable Energy Integration Consultation	200-400
10	Video Series: "Passive House Design Principles"	Target Audience: Architects, designers, and homeowners interested in creating homes that meet passive house standards for energy efficiency.	Passive House Design Course	100-200
11	Guide: "Water Conservation Strategies for Eco-Homes"	Target Audience: Eco-conscious homeowners and builders looking to implement water-saving techniques in home design and landscaping.	Water Conservation Design Service	150-300
12	E-book: "Green Roofs and Living Walls: A Beginner's Guide"	Target Audience: Homeowners, architects, and urban planners interested in adding green roofs and living walls to residential or commercial buildings.	Green Roof and Living Wall Installation Service	200-400



29 FURNITURE RESTORATION

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Furniture Restoration for Beginners"	DIY enthusiasts	Online Course: "Advanced Furniture Restoration Techniques"	49-99
2	Guide: "How to Choose the Right Tools for Restoration"	Hobbyist restorers	Furniture Restoration Tool Kit	50-100
3	Checklist: "Steps to Restoring an Antique Piece"	Antique collectors	Antique Furniture Restoration Consultation	100-200
4	Video Tutorial: "Restoring Wooden Furniture"	DIY woodworkers	Wood Restoration Workshop	25-50
5	Webinar: "Selling Restored Furniture for Profit"	Hobbyists looking to monetize	Furniture Flipping Masterclass	100-300
6	E-book: "Beginner's Guide to Furniture Restoration"	Target Audience: DIY enthusiasts and hobbyists interested in restoring old furniture pieces as a creative and rewarding project.	Furniture Restoration Workshop	50-100
7	Checklist: "Essential Tools for Furniture Restoration"	Target Audience: Individuals starting with furniture restoration who need guidance on selecting the right tools and materials.	Tool and Material Kit	50-100
8	Guide: "How to Identify Valuable Antique Furniture"	Target Audience: Collectors and DIY restorers who want to identify valuable pieces of furniture to restore or sell.	Antique Furniture Appraisal Service	100-200
9	Webinar: "Restoring Wooden Furniture: Techniques and Tips"	Target Audience: Individuals with a passion for woodworking and restoring wooden furniture to its former glory.	Advanced Wood Restoration Course	100-200
10	Video Series: "Upholstery Restoration Basics"	Target Audience: DIY enthusiasts interested in learning how to restore and reupholster furniture pieces at home.	Upholstery Workshop	50-100
11	Guide: "Eco-Friendly Furniture Restoration Practices"	Target Audience: Environmentally conscious individuals who want to restore furniture using sustainable methods and materials.	Eco-Friendly Restoration Consulting	100-200
12	E-book: "Selling Restored Furniture for Profit"	Target Audience: Individuals who restore furniture as a hobby or side business and want to learn how to sell their pieces for a profit.	Furniture Selling and Marketing Course	50-100



30 HEALTHY MEAL-PREPPING & COOKING FOR FAMILIES

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Healthy Meal-Prepping for Busy Families"	Busy parents	Online Course: "Advanced Meal-Prepping Techniques"	49-99
2	Meal Plan: "7-Day Family-Friendly Meal Plan"	Parents looking for healthy meal options	Meal Plan Subscription	20-40/month
3	Checklist: "Essential Meal-Prepping Tools"	Meal-prepping enthusiasts	Meal-Prepping Tool Kit	50-100
4	Video Series: "Quick and Healthy Dinner Ideas"	Time-pressed parents	Weekly Recipe Subscription	10-20/month
5	Webinar: "Cooking Healthy Meals on a Budget"	Budget-conscious families	Budget Meal-Planning Workshop	25-50
6	E-book: "Weekly Meal Plans for Busy Families"	Target Audience: Busy parents and families looking for healthy, time-saving meal plans to simplify their weekly cooking.	Meal Planning Subscription Service	10-30/month
7	Checklist: "Essential Kitchen Tools for Healthy Cooking"	Target Audience: Home cooks and parents who want to equip their kitchen with the right tools to prepare healthy meals efficiently.	Kitchen Tools Bundle	50-100
8	Guide: "How to Meal Prep for the Week"	Target Audience: Individuals and families looking to save time and eat healthier by preparing meals in advance for the week.	Meal Prep Mastery Course	50-100
9	Webinar: "Healthy Cooking on a Budget"	Target Audience: Budget-conscious families and individuals who want to cook healthy meals without overspending on groceries.	Budget-Friendly Cooking Class	50-100
10	Video Series: "Quick and Healthy Dinner Ideas"	Target Audience: Parents and home cooks who need fast, healthy dinner recipes that can be prepared in under 30 minutes.	Quick Dinner Recipe Book	20-50
11	Guide: "Cooking with Kids: Fun and Healthy Recipes"	Target Audience: Parents who want to involve their children in cooking and teach them healthy eating habits through fun recipes.	Family Cooking Class	50-100
12	E-book: "Vegetarian and Vegan Family Meals"	Target Audience: Families interested in transitioning to a vegetarian or vegan diet and looking for kid-friendly meal ideas.	Vegetarian/Vegan Cooking Course	50-100



31 MUSIC PRODUCTION

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Getting Started with Music Production"	Aspiring music producers	Online Course: "Advanced Music Production Techniques"	49-99
2	Guide: "Choosing the Right DAW (Digital Audio Workstation)"	Music producers	DAW Software Bundle	100-200
3	Checklist: "Essential Music Production Tools"	Beginner music producers	Music Production Tool Kit	50-100
4	Video Series: "Mixing and Mastering Basics"	Aspiring audio engineers	Mixing and Mastering Workshop	25-50
5	Webinar: "Monetizing Your Music"	Independent music artists	Music Marketing Masterclass	100-300



32 BIKE RESTORATION

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
1	E-book: "Beginner's Guide to Bike Restoration"	Target Audience: DIY enthusiasts and cyclists interested in restoring old bikes as a hobby or to bring their vintage bike back to life.	Bike Restoration Workshop	50-100
2	Checklist: "Essential Tools for Bike Restoration"	Target Audience: Individuals new to bike restoration who need guidance on acquiring the necessary tools and materials.	Bike Restoration Tool Kit	50-100
3	Guide: "How to Restore a Vintage Bike"	Target Audience: Cyclists and hobbyists interested in restoring vintage bikes and need step-by-step instructions.	Vintage Bike Restoration Course	100-200
4	Webinar: "Restoring Your Bike's Paint and Finish"	Target Audience: Bike restoration enthusiasts focused on restoring the paint and finish of their bikes to make them look new again.	Paint Restoration Workshop	50-100
5	Video Series: "Upgrading Your Bike's Components"	Target Audience: Cyclists and restorers interested in upgrading their bike's components for better performance.	Bike Component Upgrade Consultation	100-200
6	Guide: "Eco-Friendly Bike Restoration Tips"	Target Audience: Environmentally conscious individuals who want to restore bikes using sustainable and eco-friendly methods.	Eco-Friendly Bike Restoration Service	100-200
7	E-book: "Selling Restored Bikes for Profit"	Target Audience: Individuals who restore bikes as a hobby or side business and want to learn how to sell them for a profit.	Bike Selling and Marketing Course	50-100



33 CAREER CHANGE & DEVELOPMENT

#	Lead Magnet (Free/Low-Cost Product)	Target Audience & Description	Follow-Up Product/Upsell	Price Suggestion (€)
6	E-book: "Navigating a Mid-Career Change"	Target Audience: Professionals in their 30s and 40s considering a career change and seeking guidance on making a successful transition.	Career Change Coaching Program	150-300
7	Checklist: "Skills Assessment for Career Development"	Target Audience: Individuals unsure about their career direction who want to assess their skills and identify new career opportunities.	Skills Development Workshop	100-200
8	Guide: "How to Network Effectively for Career Growth"	Target Audience: Job seekers and professionals looking to expand their network to find new opportunities and advance their careers.	Networking Strategy Session	100-200
9	Webinar: "Building a Personal Brand for Career Success"	Target Audience: Professionals aiming to create a strong personal brand that stands out in the job market and attracts opportunities.	Personal Branding Coaching	150-300
10	Video Series: "Resume Writing and Interview Skills"	Target Audience: Job seekers and career changers who need to improve their resume and interview skills to secure their desired job.	Resume and Interview Coaching Package	100-200
11	Guide: "Finding Your Passion: A Career Exploration Workbook"	Target Audience: Individuals feeling stuck in their current job and looking to explore new career paths that align with their passions.	Career Exploration Workshop	100-200
12	E-book: "Overcoming Career Burnout"	Target Audience: Professionals experiencing burnout who need strategies and support to recover and find renewed career satisfaction.	Burnout Recovery Coaching	150-300

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