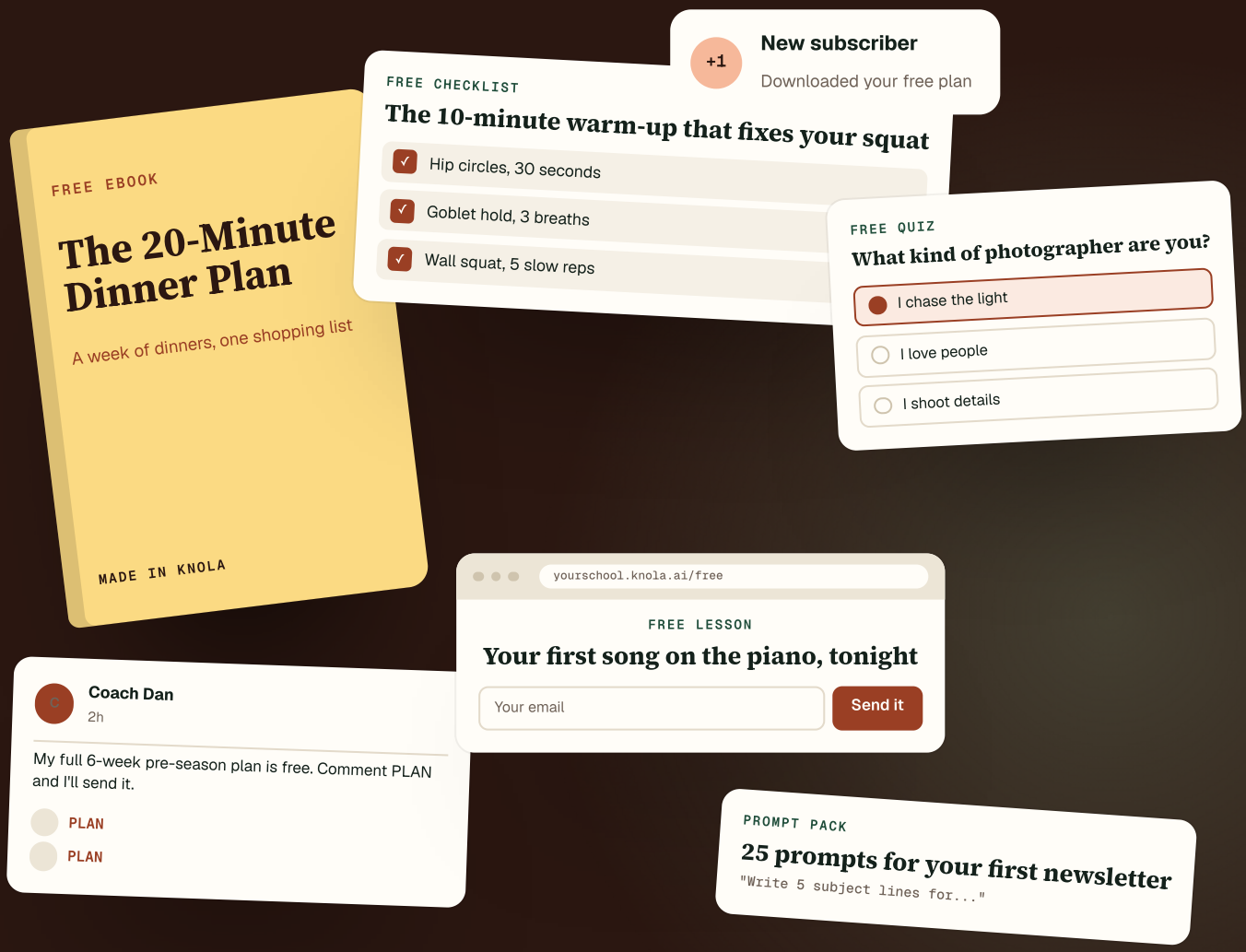
knola

A FREE GUIDE FROM KNOLA

40 Lead Magnet *Ideas* for Your Course

What should your free gift be? Forty ideas, each shown in three different niches, with the steps to make it and the prompt to start it with AI.



+1 **New subscriber**
Took your free quiz

40 IDEAS · 120 NICHE EXAMPLES · 1 IDEA FINDER PROMPT

KNOLA.AI

How to use this guide

A lead magnet is a free gift that gets you the email of someone who wants what you sell. They get something useful today. You get the chance to keep helping them, and to tell them about your course when they are ready.

There is one idea on each page. Each page shows the idea in three different niches, so you can see your own. Then come the steps to build it, a real creator who does it, how to make it in Knola, and a prompt you can paste into your AI to draft yours.

Don't make all 40. Pick one that fits your course and your week, and make it this week. If you can't choose, use the idea finder prompt at the back of the guide: it interviews you and picks one for you.

FROM THE KNOLA TEAM

We build Knola, the course platform that builds your course for you and helps you sell it. Most of these free gifts can be made from a course you already have, and Knola can give them away, collect the emails and send the follow-up for you. Where it helps, the page says how.

Not sure where to start? Find your situation.

Each line points to the ideas that fit it best. Tap a number to jump to its page.

You have an hour

checklist, cheat sheet, tracker

1 2 10

You already have videos or lessons

free first lesson, mini-course, ebook, a freebie per video

11 12 18 38

You teach a skill people practise

week plan, session plan, challenge, guided audio

5 6 16 19

You want buyers, not just sign-ups

course preview, masterclass, quiz, live session

14 17 21 40

You like AI tools

prompt pack, Claude skill, AI helper

31 32 33

You post on social

big list, content upgrade, comment to get it

25 36 37

All 40 ideas

CHAPTER 1

Quick wins: something they can use today

1 Checklist for your best video or post
2 One-page cheat sheet
3 A template they fill in
4 Printable planner
5 A plan for the week
6 Session plan or drill pack
7 Free pattern or sample project
8 Worksheet or workbook
9 Resource library
10 Tracker or 30-day calendar

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A taste of the course

11 Your first lesson, free
12 Mini-course (3–5 short videos)
13 5-day email course
14 Preview of the paid course
15 Free project course
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40 Live session as the free gift

BONUS

The idea finder prompt

01

Quick wins: something they can use today

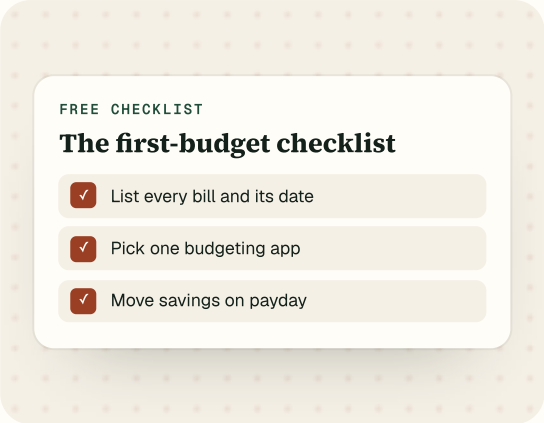
The fastest lead magnets are small: one page, one job, one quick result. If you only have an evening, start here.

1	Checklist for your best video or post	2	One-page cheat sheet
3	A template they fill in	4	Printable planner
5	A plan for the week	6	Session plan or drill pack
7	Free pattern or sample project	8	Worksheet or workbook
9	Resource library	10	Tracker or 30-day calendar

IDEA 1 OF 40

1 Checklist for your best video or post

Take the video or post that already gets the most views and turn its steps into a one-page checklist. Viewers get the steps without watching again.



WHY IT WORKS The people on that video already want that result. The checklist is the natural next step, so saying yes is easy.

PERSONAL FINANCE

The first-budget checklist: 9 steps to set up your money in one evening

GARDENING

Spring bed prep: what to do in the 4 weeks before you plant

PHOTOGRAPHY

The pre-shoot checklist: 12 camera settings to check before every portrait

BUILD IT

1. Find your most-viewed video or post of the last year.
2. Write every step it teaches as one short line.
3. Add a tick box beside each line and fit it on one page.
4. Mention it in the video, the first line of the description and a pinned comment.

SEEN IN THE WILD

10,000+ subscribers, over half from one checklist

Budgeting YouTuber Nick True makes a checklist to match one video at a time. He says the checklist on his top video is "probably responsible for over half" of his subscribers (case study).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Here is the transcript of my most popular video on [topic]: turn it into a one-page checklist of 8-12 steps, each under 12 words, with a title that promises [result].
```

IN KNOLA

Studio makes a checklist from any lesson in your course. Then Funnels → Lead magnet writes the sign-up page and emails the checklist to everyone who joins.

STUDIO →

IDEA 2 OF 40

2 One-page cheat sheet

Put the key facts, rules or shortcuts of your topic on one page. It is the page people print and stick on the wall.



WHY IT WORKS It is quick to read and useful every day, so your name stays in front of them. One page is easy to make and easy to say yes to.

LANGUAGE LEARNING

The 20 Spanish verbs you need for your first real conversation

CODING

Git on one page: the 15 commands you will actually use, with examples

KNITTING

Knitting abbreviations decoded: every pattern term on one page

BUILD IT

1. List the questions beginners ask you again and again.
2. Pick the 10–20 answers they need most often.
3. Group them under 3–4 headings on a single page.
4. Test it: can someone use it without asking you anything?

SEEN IN THE WILD

Amy Porterfield's cheat sheet "20 Smart Strategies to Rapidly Grow Your Email List" gives the what. Her paid course on list building teaches the how (**funnel breakdown**).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
List the 15 things a beginner in [my course topic] must remember most often, then lay them out as a one-page cheat sheet under 3-4 headings.
```

IN KNOLA

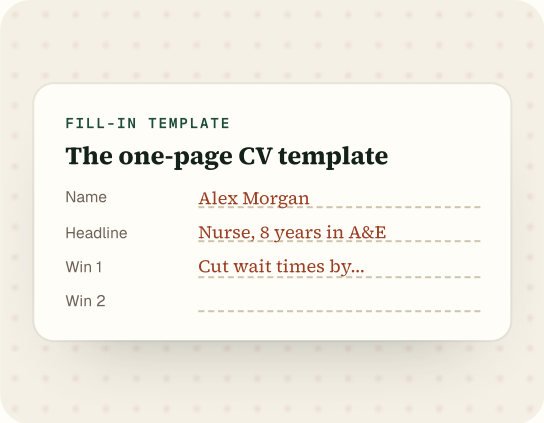
Ask Studio for a mini-guide or glossary from your course and pick a look. Give it away as a lead magnet with its own sign-up page.

STUDIO →

IDEA 3 OF 40

3 A template they fill in

Give people the document, spreadsheet or plan you would make for them, with blanks to fill in. They have a finished result in minutes.



WHY IT WORKS A blank page is the hardest part of any task. A template removes it, and shows your method at the same time.

CAREERS

The one-page CV template, with example lines for 5 common jobs

WRITING

The novel outline template: 3 acts, 24 scenes, fill in the blanks

MARKETING

The launch email template: 5 emails with the words to change in bold

BUILD IT

1. Pick a document your students have to make in the course.
2. Make a finished example, then blank out what changes per person.
3. Add short notes in the margins: "write your X here".
4. Share it as a PDF or a doc people can copy.

SEEN IN THE WILD

Career coach Austin Belcak started his list with a free resume template and 10 expert emails. New subscribers then got about four months of emails, with course launches built in (Starter Story interview).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Write a fill-in-the-blanks template for [document my students make] in [my course topic],
with a finished example first and [brackets] for every part the reader changes.
```

IN KNOLA

Upload the template as a PDF lead magnet. Knola writes the sign-up page and the thank-you page, and sends the file by email.

FUNNELS →

IDEA 4 OF 40

4 Printable planner

A planner page or small pack that helps people plan their season, week or project in your topic. They print it and use it again and again.



WHY IT WORKS People use it for months, and each time they see your name. Planning is also the step most beginners skip.

BAKING

The holiday baking planner: what to bake, freeze and finish, week by week

WELLNESS

The 4-week sleep reset planner, with a page for each week

PARENTING

The school-morning planner: a calm routine for kids aged 5–10

BUILD IT

1. Choose one thing your students must plan: a season, a week, a project.
2. Draw the pages: a calendar, a list, space for notes.
3. Add one example page that you filled in.
4. Keep it under 10 pages so it prints easily.

SEEN IN THE WILD

30,000+ gardeners downloaded one free planner

Home for the Harvest gives gardeners a free vegetable garden planner for their email. The site says more than 30,000 gardeners have downloaded it (Home for the Harvest).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Design a printable [season/week/project] planner for [my audience] learning [my course topic]: list the pages, what goes on each, and one filled-in example page.
```

IN KNOLA

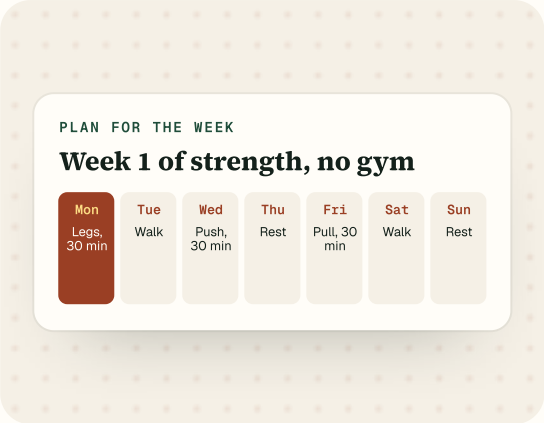
Ask Studio for a worksheet from your course, or upload your own PDF. Funnels → Lead magnet makes the sign-up page and sends the delivery email.

STUDIO →

IDEA 5 OF 40

5 A plan for the week

A ready-made plan for the next 7 days: meals, workouts or practice sessions. People follow it without having to think.



WHY IT WORKS It removes decisions. If you send a new plan each week or month, every plan is a fresh reason to join, share and stay.

FITNESS

Week 1 of strength: 3 workouts, 30 minutes each, no gym

MUSIC

7 days of piano practice: 15 minutes a day, one new skill each day

YOGA

7 mornings of yoga: 15-minute flows for a stiff back

BUILD IT

1. Write the plan you would give a new student for their first week.
2. Give each day one clear task and how long it takes.
3. Add a shopping list or kit list if they need one.
4. Send a new plan on a set day so people look out for it.

SEEN IN THE WILD

1,000 new subscribers from each free plan, roughly

Maria Theodosis (FoodByMaria) sends a free Sunday Dinner Club meal plan. Each one brings about 1,000 new subscribers, and her list is now 124,000 (**case study**).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Write a 7-day [meal/training/practice] plan for a beginner in [my course topic], with one task per day, the time each takes, and a short list of what they need.
```

IN KNOLA

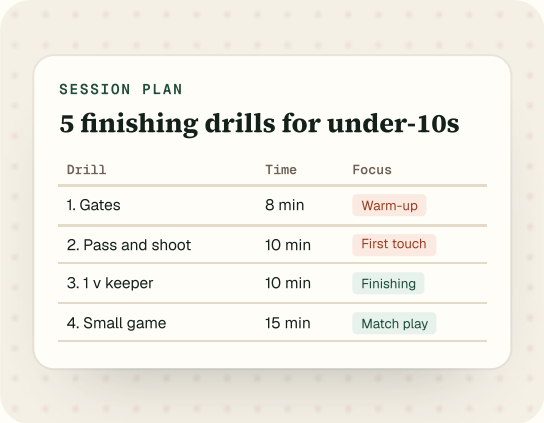
Studio can turn a week of your course into a worksheet or mini-guide. Give it away from Funnels → Lead magnet, then let a flow send the next plan.

STUDIO →

IDEA 6 OF 40

6 Session plan or drill pack

A full, ready-to-run session or a pack of drills. Coaches and teachers get something they can use with their group tonight.



WHY IT WORKS People who run sessions are always short of fresh plans. A complete plan shows your coaching style better than any post.

FOOTBALL COACHING
5 finishing drills for under-10s, with set-up diagrams

TEACHING
A ready-to-teach 45-minute lesson on fractions, with slides and an exit ticket

PUBLIC SPEAKING
The 30-minute speaking club session: 3 drills that calm nerves

BUILD IT

1. Write down a session you have run that went well.
2. Add timings, kit, set-up and coaching points for each part.
3. Add a simple diagram or photo for each drill.
4. Offer a second session in your welcome email.

SEEN IN THE WILD

SoccerTutor.com gives away 12 football drills as a free PDF, then sends practices to the inbox each week. It leads to their paid coaching books and session plans (SoccerTutor).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Write a complete [length] session plan for [group] in [my course topic]: warm-up, 3 drills with set-up and coaching points, and a cool-down, with timings.
```

IN KNOLA

Upload your session PDF or slides as a lead magnet, or ask Studio for a worksheet from a lesson. Knola sends it to everyone who signs up.

STUDIO →

IDEA 7 OF 40

7 Free pattern or sample project

Give away one complete small project: a pattern, a recipe, a design, an arrangement. People make it and feel what your paid work is like.



WHY IT WORKS Finishing a real project is a big win. It proves your instructions work, and your paid projects become the obvious next step.

ART AND DRAWING

Draw a fox in 6 steps: a printable step-by-step sheet

BAKING

My never-fail sourdough loaf: the full recipe and timetable

CRAFTS

The weekend market tote: a free crochet pattern for beginners

BUILD IT

1. Choose a small project a beginner can finish in a day or less.
2. Write clear steps, with a photo for each tricky part.
3. End with a note: "Liked this? The full collection is here."
4. Share photos of what people make.

SEEN IN THE WILD

500+ new subscribers on the first day

Knitwear designer Clare Mountain-Manipon (Sister Mountain) gave away her first hat pattern to anyone who joined her new list. She had over 500 new subscribers by the end of day one (her blog).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Suggest 5 small projects a beginner in [my course topic] could finish in under 3 hours, then write full step-by-step instructions for the best one.
```

IN KNOLA

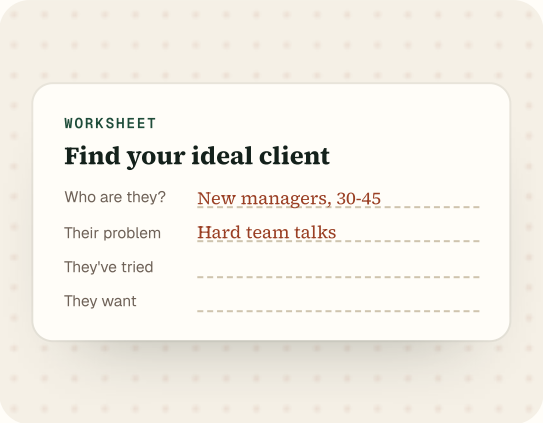
Upload the pattern or project PDF as a lead magnet. Add your paid course to the thank-you page so makers see the next step.

FUNNELS →

IDEA 8 OF 40

8 Worksheet or workbook

Questions and exercises that walk people through one task on paper. They finish with their own answers, plan or decision.



WHY IT WORKS Doing beats reading. People who fill in your worksheet have already started the work your course continues.

COACHING

Find your ideal client: a 6-question worksheet

PERSONAL FINANCE

The debt-free workbook: list it, rank it, plan it in one evening

WRITING

Find your story's theme: a 2-page worksheet for new novelists

BUILD IT

1. Pick one decision your students must make early in the course.
2. Write 5–8 questions that lead them to it.
3. Leave real space to write, and show one filled-in example.
4. Keep it short: 2–10 pages.

SEEN IN THE WILD

Teachers who sell classroom resources give a free worksheet for an email. They send a 3-email welcome series, then swap freebies with other teachers' lists (The Rebranded Teacher podcast).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Turn this lesson from my [topic] course into a worksheet: 6 questions that lead the reader to [decision], with space to write and one filled-in example: [paste lesson].
```

IN KNOLA

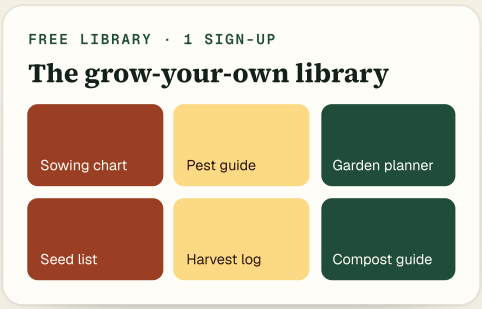
Studio makes a worksheet straight from any lesson in your course. Give it away with Funnels → Lead magnet, and Knola emails it to each new subscriber.

STUDIO →

9 Resource library

IDEA 9 OF 40

Put all your freebies behind one sign-up: checklists, worksheets, printables. One email gets access to the whole library.



WHY IT WORKS The offer gets better every time you add a freebie. People join for one thing and stay for the rest.

DESIGN

The designer's free shelf: mockups, colour palettes and font pairings

GARDENING

The grow-your-own library: planners, sowing charts and pest guides

PARENTING

The calm-home library: routine charts, chore charts and bedtime scripts

BUILD IT

1. Gather every freebie you have already made.
2. Put them on one page, with a short line on each.
3. Ask for an email to get access.
4. Add one new item a month and tell your list.

SEEN IN THE WILD

60,000+ subscribers, with a library of 100+ printables

Shelby Abrahamsen (Little Coffee Fox) keeps 100+ printables and worksheets in a library for subscribers and adds to it monthly. She says email drives more than 80% of her sales (**case study**).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
List 20 small freebies I could make for a resource library for [my audience] in [my course topic], grouped into 4 sections, and mark the 5 to make first.
```

IN KNOLA

Build the library page with the page builder. A sign-up form collects the email, and a flow sends each new subscriber the link.

EMAIL IN KNOLA →

IDEA 10 OF 40

10 Tracker or 30-day calendar

A one-page tracker or calendar where people tick off each day of practice. It builds the habit your course needs.



WHY IT WORKS Small daily ticks keep people going. A full tracker is proof of progress, and a good reason to write to you when they finish.

LANGUAGE LEARNING
The 30-day speaking streak: one 5-minute task a day

FITNESS
The 30-day plank calendar, from 20 seconds to 2 minutes

ART AND DRAWING
30 days of sketching: one prompt a day, 10 minutes each

BUILD IT

1. Choose one habit your course depends on.
2. Write a tiny task for each day, getting a little harder.
3. Lay it out as a grid with tick boxes.
4. Send a check-in email on day 7, day 14 and day 30.

SEEN IN THE WILD

A common pattern: a music teacher gives away a 30-day practice calendar, then sends a short tip on each milestone day. On day 30, those who finished are invited into the full course.

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Write a 30-day [habit] calendar for beginners in [my course topic]: one task per day in under 10 words, getting a little harder each week.
```

IN KNOLA

Ask Studio for a worksheet you can shape into a tracker, or upload your own. A flow sends the day 7, 14 and 30 check-ins by itself.

STUDIO →

02

A taste of the course

The strongest free gifts are often a small piece of what you sell. People try your teaching, get a result and want the rest. If you already have a course, most of these are half made.

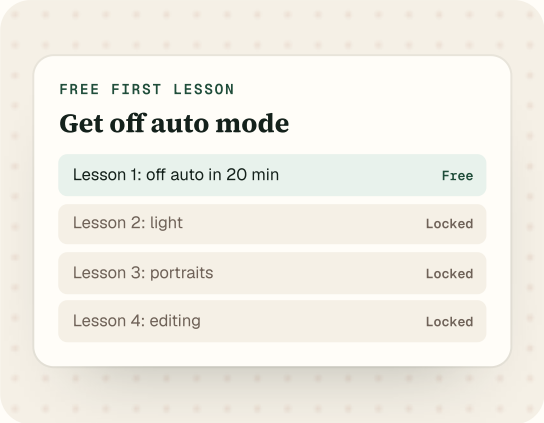
11	Your first lesson, free	12	Mini-course (3–5 short videos)
13	5-day email course	14	Preview of the paid course
15	Free project course	16	5- or 7-day challenge
17	Live class or masterclass	18	Free ebook made from your course
19	Guided audio	20	Free trial week

11

IDEA 11 OF 40

Your first lesson, free

Give away the first lesson of your paid course, as it is. People start the course before they buy it.



WHY IT WORKS They see your teaching, not a promise of it. Lesson two is one step away, and that step is the course.

PHOTOGRAPHY

Lesson 1: get off auto mode in 20 minutes

AI TOOLS

Lesson 1: write your first useful prompt for work

YOGA

Class 1 of the beginner series: the breath and your first five poses

BUILD IT

1. Pick the first lesson, or the one with the quickest win.
2. Check it stands alone, with no "as we saw before".
3. End it with what lesson 2 will teach.
4. Send free learners a few emails that lead to the full course.

SEEN IN THE WILD

A warning from a course marketing podcast: a free beginner lesson ("10 phrases") led into an advanced English course and drew the wrong people. Give away a lesson from the course you actually sell (The Art of Selling Online Courses).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Here is lesson 1 of my [topic] course: rewrite it so it stands alone as a free lesson, with a quick win and a closing line on what lesson 2 teaches: [paste lesson].
```

IN KNOLA

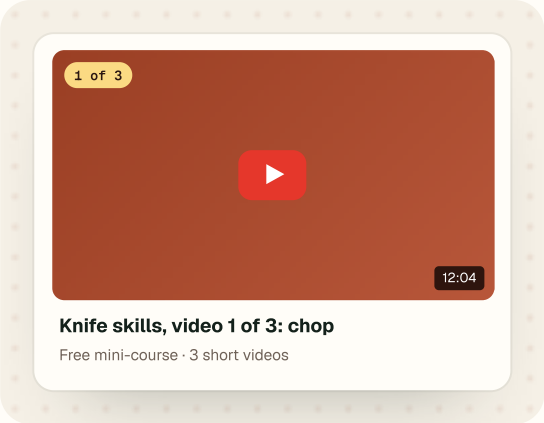
Put your first lesson in a free course: learners join with their email and start straight away. A flow then sends emails that lead to the full course.

THE COURSE BUILDER →

IDEA 12 OF 40

12 Mini-course (3–5 short videos)

A short course of 3–5 videos that solves one small problem from start to finish. People get a real result in an evening.



WHY IT WORKS A finished result builds trust fast. It also shows how your teaching is laid out, so the full course feels familiar.

COOKING

Knife skills in 3 videos: chop, slice and dice like a chef

BUSINESS

Price your first offer: a 4-video mini-course

CAREERS

Answer 'tell me about yourself' in 3 short videos

BUILD IT

1. Pick one problem your buyer has before they are ready for the course.
2. Plan 3–5 lessons, each under 10 minutes.
3. Give each lesson one task to do.
4. In the last lesson, show what the full course adds.

SEEN IN THE WILD

Dan Koe gives away free courses such as "7 Days to Genius Ideas" and "One-Person Business Foundations". They lead to his paid courses on writing and running a one-person business (**funnel breakdown**).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Plan a free 4-lesson mini-course for [my audience] that solves [small problem] in [my course topic], with a title, one task per lesson and a final lesson that points to [my course].
```

IN KNOLA

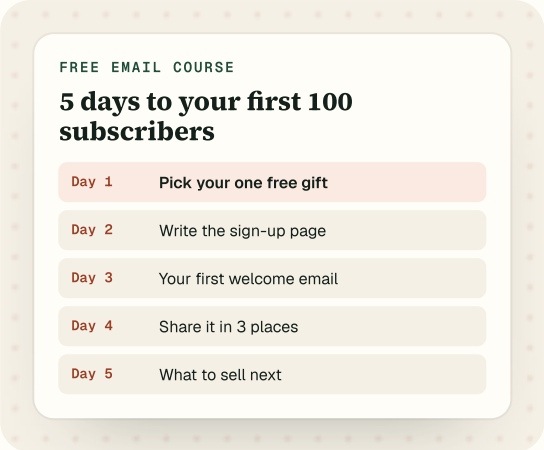
Knola builds a short course from an idea, a document or your recordings, with narrated video lessons in an AI voice or your cloned voice. Then make it free.

THE COURSE BUILDER →

13 IDEA 13 OF 40

5-day email course

One short lesson by email each day for five days. People learn in their inbox, and the last email offers your course.



WHY IT WORKS Five days of help builds a habit of opening your emails. By day five they know you, and the offer feels like the next lesson.

MARKETING

5 days to your first 100 email subscribers

WELLNESS

5 days to calmer mornings: one small change a day

CODING

Python in 5 emails: one small program a day

BUILD IT

1. Write five lessons, each one small step towards your course's result.
2. Keep each email short: one idea, one task.
3. On day five, offer the course with a reason to act now.
4. Set the emails to send by themselves.

SEEN IN THE WILD

Ship 30 for 30 (Dickie Bush and Nicolas Cole) uses a free email course to sell its writing cohort. On the last day, people who have not bought get a coupon (**founders' podcast notes**).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Write a 5-day email course for [my audience] on [topic], with one short lesson and one task per email, and a last email that invites them to [my course].
```

IN KNOLA

Describe the five emails, and Knola's AI writes them as a flow that sends by itself. Exit rules stop the sales emails once someone buys.

EMAIL IN KNOLA →

IDEA 14 OF 40

14 Preview of the paid course

Show people the inside of your paid course: the plan, a sample lesson, the tools. They see exactly what they would get.



WHY IT WORKS People who ask to see inside are close to buying. A preview answers their last questions before they ask them.

DESIGN

Inside my logo design course: the full plan and one complete lesson

AI TOOLS

A tour of the AI workflow course: what you build in each module

BAKING

A look inside Bread School: the lesson list and the first bake

BUILD IT

1. Record a short tour of the course: modules, lessons, bonuses.
2. Add one full lesson or one key tool from inside.
3. Say who it is for, and who it is not for.
4. Offer it before each launch.

SEEN IN THE WILD

27% of 122 sign-ups bought a paid offer

Consultant Ken Yarmosh gave away a preview of his paid client system as an "Offer Magnet". Of the 122 people who signed up, 27% bought a paid offer (**Growth In Reverse**).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Write the script for a 5-minute tour of my [course name] course on [topic]: what each module teaches, who it is for, who it is not for, and how to join.
```

IN KNOLA

Upload your tour video or slides as a lead magnet. Add your course offer to the thank-you page, so the next step is right there.

FUNNELS →

15 IDEA 15 OF 40 Free project course

A free course where people build one real thing, step by step. They finish with a project they can show off.



WHY IT WORKS People share what they make, which brings in more learners. Anyone who enjoyed building with you wants the next project.

CODING

Build 10 small web projects in 10 days

ART AND DRAWING

Paint your first watercolour landscape in 4 lessons

GARDENING

Build a raised bed and plant it in one weekend

BUILD IT

1. Pick one project that uses the key skills of your paid course.
2. Break it into lessons that each finish one part.
3. Ask people to share a photo or link of the result.
4. At the end, show the bigger projects in your paid course.

SEEN IN THE WILD

300,000 people have taken his free courses

Wes Bos teaches JavaScript with JavaScript30, a free course of 30 small projects in 30 days. People who like his teaching go on to his paid courses (JavaScript30).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Design a free project course for [my course topic]: one project a beginner can finish in [time], split into 5-7 lessons, each ending with one visible piece done.
```

IN KNOLA

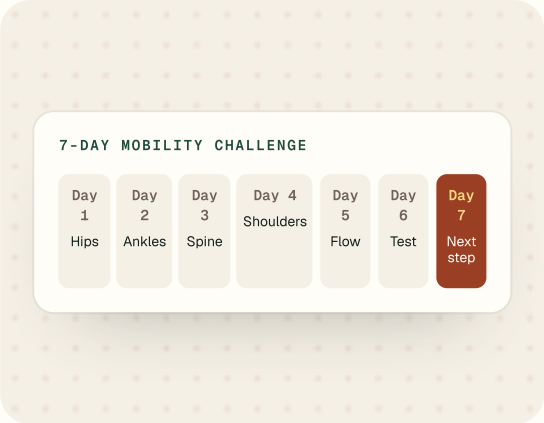
Build the project course from your notes or recordings and make it free. Learners join with their email, and a quiz and a certificate mark the finish.

EMAIL IN KNOLA →

16 IDEA 16 OF 40

5- or 7-day challenge

Invite people to do one small task a day for 5 or 7 days, together. They finish with a result, and your course opens at the end.



WHY IT WORKS A start date, a group and a daily task keep people moving. Energy is highest on the last day, the best moment for your offer.

FITNESS

The 7-day mobility challenge: 10 minutes a day

PUBLIC SPEAKING

The 5-day speak-up challenge: one short video a day

MARKETING

The 5-day content challenge: 5 posts in 5 days

BUILD IT

1. Pick a result people can reach in 5–7 days.
2. Write one short task and one short lesson for each day.
3. Set a start date and send an email each day.
4. Make your offer on the last day, not before.

SEEN IN THE WILD

Pattern designer Bonnie Christine runs a free 5-day repeat-pattern challenge. It is one of the free offers she uses before each launch of her paid course (**case study**).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Plan a 5-day challenge for [my audience] that gets them to [small result] in [my course topic]: a daily task, a short lesson, an email subject, and a day-5 invitation to [my course].
```

IN KNOLA

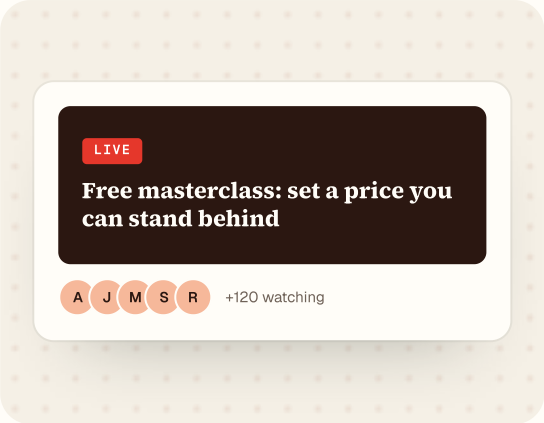
Host the daily sessions as free live events, with a registration page, reminders and the recording. Or put the tasks in a free course and let a flow send the daily emails.

KNOLA LIVE →

17 IDEA 17 OF 40

Live class or masterclass

Teach a free live class of 45–60 minutes on one problem, then invite people to your course. Registering is the sign-up.



WHY IT WORKS People see you teach in real time and can ask questions. Live teaching builds trust faster than a sales page.

BUSINESS

The 60-minute pricing masterclass: set a price you can stand behind

DESIGN

Free live class: design a simple logo you like in one hour

COACHING

Live: how to run your first paid coaching call

BUILD IT

1. Pick a topic that leads straight into your course.
2. Teach three useful points, then make a clear offer.
3. Send reminders the day before and the hour before.
4. Send the recording to everyone who registered.

SEEN IN THE WILD

10–12% of attendees buy, in her own words

Amy Porterfield pointed most of her ads at a free masterclass on making a digital course. She has said a webinar done well sells to 10–12% of the people who attend (Creator Science podcast).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Outline a 45-minute free masterclass for [my audience] on [problem]: a strong opening, three teaching points, and an invitation to [my course] that feels like the next step.
```

IN KNOLA

Knola's live events give you a registration page, reminders and the recording. Everyone who registers joins your list, so you can follow up with broadcasts.

KNOLA LIVE →

IDEA 18 OF 40

18 Free ebook made from your course

Turn your course into a short ebook: the key ideas, in order, with examples. People read it in an evening and want to go deeper.



WHY IT WORKS An ebook feels valuable and is easy to share. Made from your course, every chapter points to lessons they can take next.

PUBLIC SPEAKING

Command the Room: a short guide to speaking without notes

PARENTING

The bedtime book: 7 steps to calm evenings for kids aged 2–6

COOKING

The weeknight kitchen: 30 dinners from 10 ingredients

BUILD IT

1. Start from your course outline or your lessons.
2. Make each module a short chapter with one example.
3. Add a closing page that says what the course adds.
4. Give it a clear title that names the result.

SEEN IN THE WILD

22,000 leads from one free ebook in a year

Bonnie Christine's free 52-page ebook on surface pattern design "brought in 22,000 leads in 2020 alone". Those leads feed the launches of her paid course (**case study**).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Here is my course outline for [topic]: turn it into a 10-chapter ebook plan with a title, one key idea and one example per chapter, and a closing page that invites readers to the course.
```

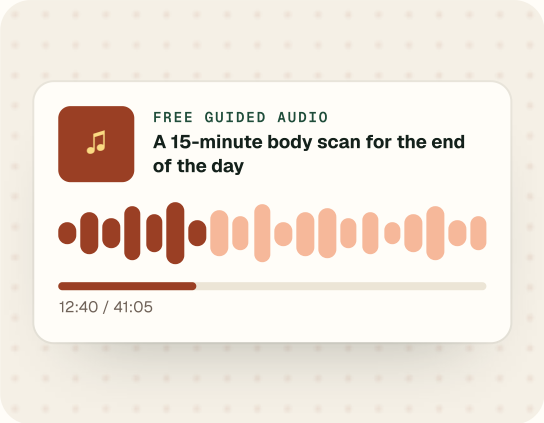
IN KNOLA

Studio makes an ebook from your course, even from just the outline. Pick a look, with or without images, then give it away from Funnels → Lead magnet.

STUDIO →

19 IDEA 19 OF 40 Guided audio

An audio track people play while they practise: a guided meditation, a drill, a listening exercise. They use it with their eyes off the screen.



WHY IT WORKS Your voice in their ears every day builds trust fast. Audio fits into walks and quiet moments, so it actually gets used.

YOGA

A guided 15-minute body scan for the end of the day

MUSIC

Ear training in 10 minutes: hear the interval, name the interval

FOOTBALL COACHING

Pre-match focus: a 5-minute audio for young players

BUILD IT

1. Write a script of 5–20 minutes for one practice.
2. Record it in a quiet room, or use an AI voice.
3. Add a short intro that says who it is for.
4. Offer the full series in your course.

SEEN IN THE WILD

A common pattern: a meditation teacher gives away one guided track, then sends a short email each day for a week with tips that help the practice stick.

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Write a 10-minute guided audio script for [practice] in [my course topic], with pauses marked, a calm intro and a short invitation to [my course] at the end.
```

IN KNOLA

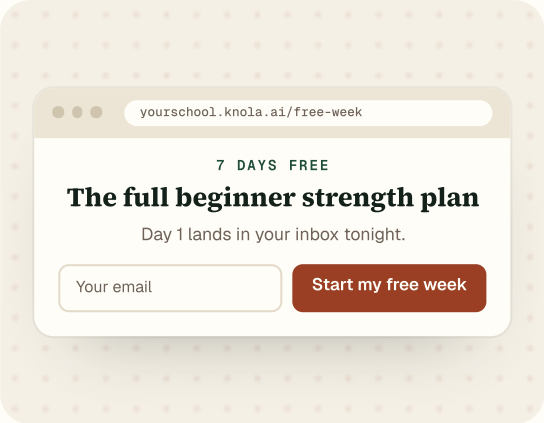
Upload the audio file as a lead magnet: Knola writes the sign-up page and emails the track. Knola can also narrate your lessons in an AI voice or your cloned voice.

FUNNELS →

20 IDEA 20 OF 40

Free trial week

Let people use part of your course free for seven days. They build the habit before they pay.



WHY IT WORKS A week is long enough to feel a change. When the week ends, stopping feels like a loss.

FITNESS

7 days free: the full beginner strength plan

LANGUAGE LEARNING

A free week of daily Japanese lessons, 10 minutes each

TEACHING

A free week of exam revision: 7 daily sessions for GCSE maths

BUILD IT

1. Choose the part of the course that gives the fastest result.
2. Open it free for seven days.
3. Send an email each day with that day's task.
4. Make a clear offer before the week ends.

SEEN IN THE WILD

Yoga International runs a free "7-Day Morning Yoga Challenge". The certificate only comes if people carry on into the paid membership (Yoga International).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Plan a free 7-day trial of my [topic] course: which lessons to open, one daily email with a task, and a day-6 email that invites people to keep going.
```

IN KNOLA

Put a week of lessons in a free course that learners join with their email. A flow sends the daily nudges and the offer on day 7.

THE COURSE BUILDER →

knola

ALREADY HAVE A COURSE?

Your free gift is *already in it.*

Most of the ideas in this chapter come straight from what you have built. Knola's Studio turns your course, or a single lesson, into something you can give away.

- ✓ An ebook made from your whole course, even from an outline
- ✓ Checklists, worksheets, mini-guides and swipe files from any lesson
- ✓ A free lesson or a free course that people join with their email
- ✓ Narrated video lessons, with nobody on camera

See Studio →

One payment. No monthly fee.

03

Help them decide

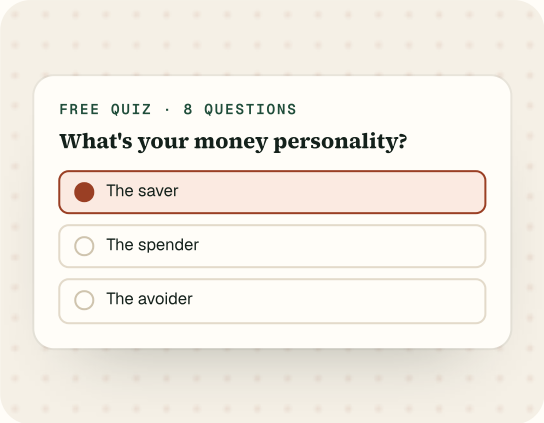
Some people are not ready for a lesson yet. They want to know where they stand, what to pick or whether you can help. These gifts answer that, and the answer often points to your course.

21	Quiz with a personal result	22	Self-assessment or scorecard
23	Calculator	24	Behind the scenes: how I did it
25	The big list	26	My toolkit
27	Roadmap from zero	28	The 7 mistakes guide
29	Case study of one student	30	Sample of your done-for-you work

IDEA 21 OF 40

21 Quiz with a personal result

A short quiz that gives people a personal result: their type, their level or their next step. They give their email to see it.



WHY IT WORKS People like learning about themselves. The result also tells you who they are, so your follow-up emails can fit them.

PERSONAL FINANCE

What's your money personality? Find out in 8 questions

GARDENING

Which vegetables suit your garden? The 2-minute quiz

YOGA

Which style of yoga suits your body? 8 questions, 2 minutes

BUILD IT

1. Pick 3–4 result types that match paths in your course.
2. Write 6–10 quick questions that sort people into them.
3. For each result, write a short page with one next step.
4. Send a short email series that fits each result.

SEEN IN THE WILD

$60k+ in sales from 500 quiz sign-ups

Elizabeth McCravy, who sells website templates, built a "What's your website personality?" quiz. In five months it brought 500 new subscribers, and she reports over $60,000 in template sales (**case study**).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Design an 8-question quiz for [my audience] that sorts them into 3 types based on [what matters in my course topic], with a short result and next step for each type.
```

IN KNOLA

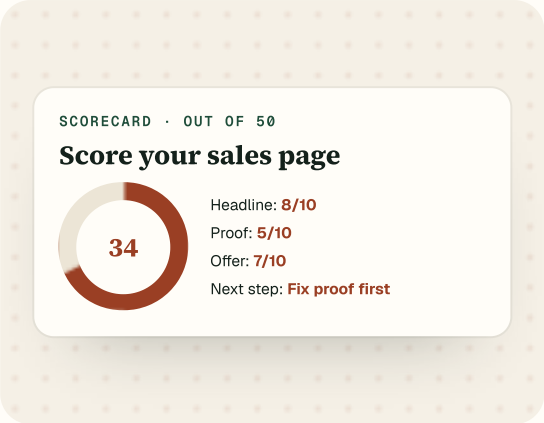
Build the quiz in a quiz tool or with your AI. Send people to a Knola sign-up form for their result, and let a flow send the follow-up emails.

EMAIL IN KNOLA →

IDEA 22 OF 40

22 Self-assessment or scorecard

A scorecard people use to rate themselves: their sales page, their technique, their training session. They see their score and their gaps.



WHY IT WORKS A score turns a vague worry into a clear one. Each low score is a problem your course solves.

MARKETING

Score your sales page out of 50 in 10 minutes

WRITING

The first-chapter scorecard: 12 checks before anyone reads it

FOOTBALL COACHING

Rate your training session: 10 questions for youth coaches

BUILD IT

1. List 10–20 things that good work in your topic always has.
2. Turn each into a yes/no or 1–5 question.
3. Add score bands, with what each band means.
4. Point each weak area to the module that fixes it.

SEEN IN THE WILD

A common pattern: a web design coach gives away a 25-point "score your homepage" sheet. Each low score points to the lesson that fixes it, then to the course.

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Create a 20-question self-assessment for [my audience] on [skill], scored 1-5, with three score bands and what each band should work on first.
```

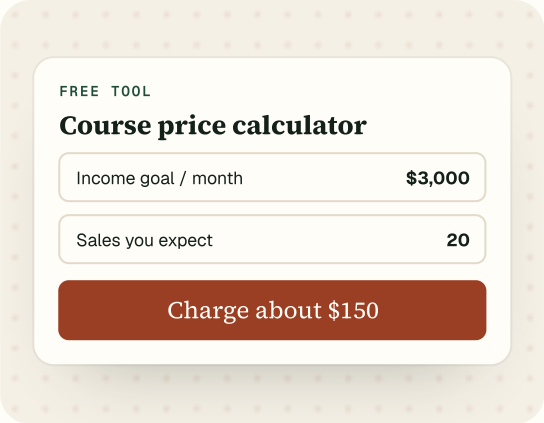
IN KNOLA

Ask Studio for a checklist or worksheet from your course and shape it into a scorecard. Give it away from Funnels → Lead magnet, with your course on the thank-you page.

STUDIO →

23 IDEA 23 OF 40 Calculator

A simple calculator that gives people a number they care about: a price, a saving, a training load, a date.



WHY IT WORKS A personal number feels made for them. It shows the size of their problem, or their prize, in their own figures.

BUSINESS
The course price calculator: what to charge to hit your income goal

FITNESS
Your protein calculator for building muscle

PHOTOGRAPHY
What to charge for a wedding: the day-rate calculator

BUILD IT

1. Choose one number your buyer wants to know.
2. List the 3–5 inputs that decide it.
3. Build it in a spreadsheet, or ask your AI for a simple web page.
4. Show the result with one line on what to do next.

SEEN IN THE WILD

A common pattern: a nutrition coach shares a free calorie calculator. To get a printable meal plan for their number, people give their email.

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Build a simple web calculator for [my audience] that works out [number] from [inputs], and suggest one line of advice for low, medium and high results.
```

IN KNOLA

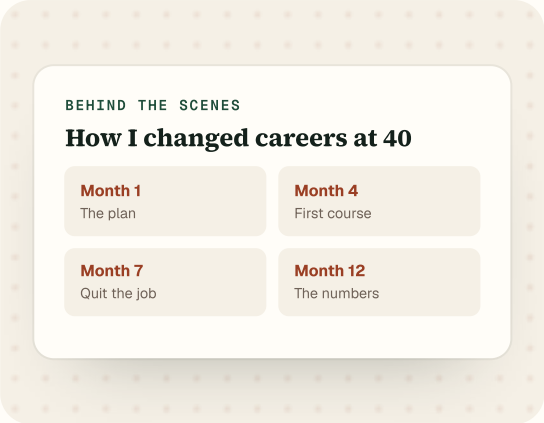
Make the calculator in a spreadsheet or with your AI. A Knola sign-up form on your website collects the email, and a flow sends the link and the follow-up.

EMAIL IN KNOLA →

IDEA 24 OF 40

24 Behind the scenes: how I did it

Write up exactly how you got your own result: the real steps, tools and mistakes. A long, plain document is fine.



WHY IT WORKS People trust a real story with details more than general advice. It also proves you have done what your course teaches.

CAREERS

How I changed careers at 40: the full plan, month by month

KNITTING

How I turned my knitting into a pattern business: the full story

AI TOOLS

How I run my business with AI: my full setup, tool by tool

BUILD IT

1. Write the story as steps, in order, with dates.
2. Include the tools, costs and numbers you are happy to share.
3. Be honest about what failed.
4. End with what you would do now, and where the course fits.

SEEN IN THE WILD

18,000+ subscribers from one free Google Doc

Olly Richards shared a free 118-page Google Doc on how he built his language-learning business. It brought 18,000+ subscribers in about 18 months, helped by over $100,000 of ads (Growth Currency).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Interview me with 15 questions about how I got [my result] in [my course topic], then turn my answers into a step-by-step behind-the-scenes guide.
```

IN KNOLA

Upload your write-up as a PDF lead magnet, and Knola delivers it by email. Or ask Studio for an ebook from your course to go with it.

STUDIO →

25 The big list

IDEA 25 OF 40

A long, useful list of ways, ideas or examples: "97 ways to...", "52 dinners...". People get a lot of choice in one place.



WHY IT WORKS A big number promises value at a glance. Readers keep the list, come back to it and share it.

COOKING
52 weeknight dinners: one for every week of the year

TEACHING
75 ways to start a lesson so students listen

KNITTING
40 stitch patterns to try after your first scarf

BUILD IT

1. Pick a question your buyers always ask: "how do I...?"
2. Collect 30–100 answers from your work, your notes and research.
3. Give each one a short title and a line or a page.
4. Group them into chapters and number them.

SEEN IN THE WILD

33 sign-ups in 3 days, with almost no traffic

This guide has a sister. Knola's free guide "97 Ways to Sell Your Course" got 33 sign-ups in its first 3 days, with almost no traffic (97 Ways to Sell Your Course).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
List 50 ways [my audience] can [goal] in [my course topic], each with a short title and one sentence on how, grouped into 5 chapters.
```

IN KNOLA

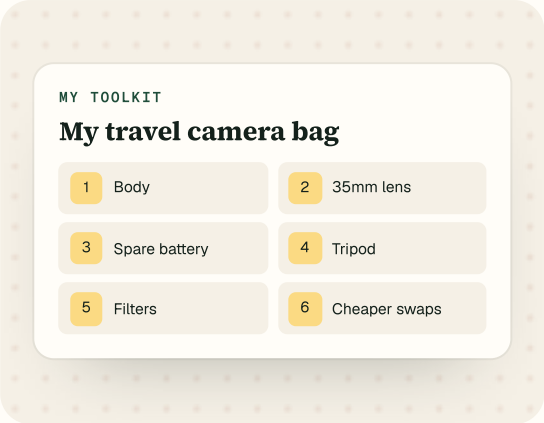
Ask Studio for an ebook or mini-guide from your course, then give it away from Funnels → Lead magnet. Knola writes the sign-up and thank-you pages and emails the guide.

STUDIO →

26 My toolkit

IDEA 26 OF 40

The tools, gear and books you use, with why you chose each one. People skip months of trial and error.



WHY IT WORKS Every beginner asks "what do you use?". Your list answers it, and shows how you work.

PHOTOGRAPHY

My travel camera bag: every item, and the cheaper swaps

MUSIC

My home studio for under £500: the full kit list

ART AND DRAWING

My 12 favourite art supplies, from budget to treat

BUILD IT

1. List everything you use for your work, in groups.
2. Write one line on why each, and a cheaper option.
3. Mark the 3 things a beginner needs first.
4. Update it each year and email your list the changes.

SEEN IN THE WILD

A common pattern: a creator puts a "what I use" list on one page, with a line on why for each item, and updates it once a year.

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Interview me about the tools I use for [my course topic], then write a toolkit guide for [my audience]: tools in groups, why I use each, and a cheaper option.
```

IN KNOLA

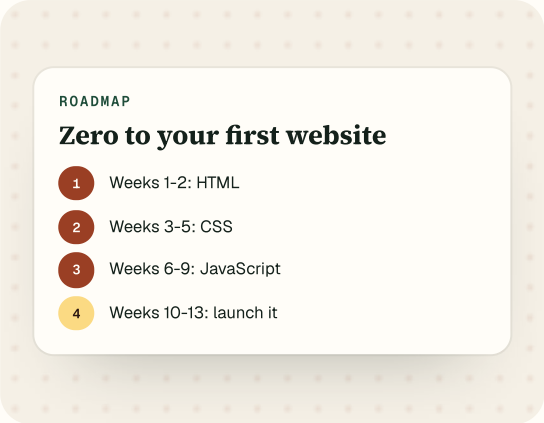
Ask Studio for a mini-guide, or upload your own toolkit PDF as a lead magnet. Knola writes the sign-up page and sends the file.

STUDIO →

27 IDEA 27 OF 40

Roadmap from zero

A step-by-step path from where a beginner is today to their first real result. They see the whole road, and where they are on it.



WHY IT WORKS Beginners feel lost because they can't see the order of things. A roadmap gives them the order, and shows where your course helps.

CODING

From zero to your first website in 90 days: the roadmap

AI TOOLS

The AI-at-work roadmap: 6 stages from first prompt to full workflow

WELLNESS

From burnt out to rested: a 12-week roadmap

BUILD IT

1. Write the stages a student goes through, in order.
2. For each stage: the goal, the main task, how long it takes.
3. Mark the place where people usually get stuck.
4. Show which part of your course covers each stage.

SEEN IN THE WILD

A common pattern: a one-page visual roadmap, "from beginner to first result in 30 days", with one stage per week and the course named at the stage where people get stuck.

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Create a beginner roadmap for [my course topic]: 5-7 stages from zero to [first result],
with a goal, a key task and a time for each stage.
```

IN KNOLA

Upload the roadmap PDF as a lead magnet, or ask Studio for a mini-guide from your course. Add the course offer to the thank-you page.

STUDIO →

28 IDEA 28 OF 40

The 7 mistakes guide

A short guide to the mistakes beginners make, and how to fix each one. People check whether they are making them.



WHY IT WORKS The fear of getting it wrong is strong. Naming the mistakes shows you know their problems well, and the fixes build trust.

PARENTING

7 bedtime mistakes that keep toddlers awake

DESIGN

7 logo mistakes that make a small brand look cheap

FOOTBALL COACHING

7 mistakes new youth coaches make in their first season

BUILD IT

1. List the mistakes you see most in students and clients.
2. Pick the 5–7 that cost the most.
3. For each: what it looks like, why it happens, the fix.
4. End with the mistake your course fixes best.

SEEN IN THE WILD

A common pattern: "7 mistakes new [X] make", one mistake per page, each ending with a quick fix and the lesson that goes deeper.

ASK YOUR AI (CLAUDE OR CHATGPT)

```
List the 10 most common beginner mistakes in [my course topic], then write the 7 most costly as a short guide: what each looks like, why it happens, and the fix.
```

IN KNOLA

Ask Studio for a mini-guide or checklist from your lessons, then give it away from Funnels → Lead magnet with its own sign-up page.

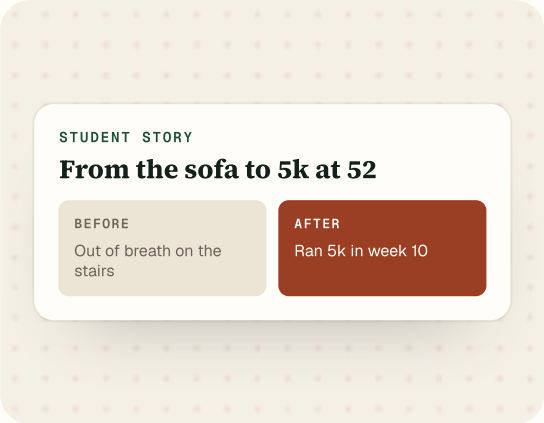
STUDIO →

29

IDEA 29 OF 40

Case study of one student

The story of one student, step by step: where they started, what they did, what changed. Readers see someone like them get the result.



WHY IT WORKS People believe a peer more than a teacher. A detailed story answers the question "will this work for someone like me?"

LANGUAGE LEARNING

How one nurse learned to chat in Italian on her lunch breaks

PERSONAL FINANCE

How one teacher cleared £12,000 of debt in 2 years

FITNESS

From the sofa to 5k at 52: one student's 10-week log

BUILD IT

1. Ask a happy student if you can tell their story.
2. Interview them: before, what they did, after.
3. Write it in steps, with their words and their numbers.
4. End with how readers can follow the same path.

SEEN IN THE WILD

A common pattern: a before and after, told step by step in the student's own words. Ask permission first, and use their real numbers, not rounded ones.

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Write 12 interview questions for a student of my [topic] course, then turn their answers into a step-by-step case study: before, what they did, after: [paste answers].
```

IN KNOLA

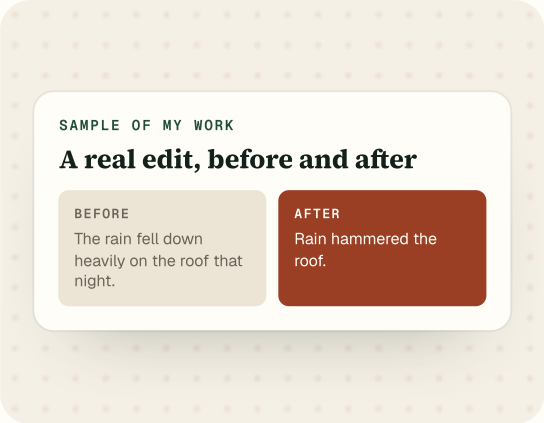
Upload the case study as a PDF or a video interview lead magnet. Knola writes the sign-up page and sends it to each new subscriber.

FUNNELS →

IDEA 30 OF 40

30 Sample of your done-for-you work

A free sample of what paying clients get: a finished plan, an edited page, a review. People see the quality first.



WHY IT WORKS It proves the result instead of describing it. People who want it done for them book you; people who want to learn take the course.

COACHING

A sample coaching plan: what your first 4 weeks would look like

WRITING

A real edit: one page of a client's chapter, before and after

BUSINESS

A sample business plan review: the 12 notes I give every client

BUILD IT

1. Pick one deliverable from your paid work.
2. Make an example, with permission or for a made-up client.
3. Add notes on why you did each part.
4. Say how the course teaches them to do it themselves.

SEEN IN THE WILD

A common pattern: a consultant shares one finished piece of client work, with notes in the margin on each choice. The follow-up emails offer the course, and a call for those who want it done for them.

ASK YOUR AI (CLAUDE OR CHATGPT)

```
I offer [service] for [audience]. Plan a free sample of my work that shows the quality in 10 minutes, with notes that explain each choice.
```

IN KNOLA

Upload the sample as a PDF or video lead magnet. Add your course, or a link to book a call, to the thank-you page.

FUNNELS →

knola

FROM FREE GIFT TO SALE

The page, the delivery, the emails. *Done for you.*

Pick what you're giving away. Knola writes the sign-up page and the thank-you page, delivers the gift by email, and adds every new person to your list.

- ✓ A sign-up page written from your gift, ready to edit
- ✓ Your course offer on the thank-you page
- ✓ Flows that follow up and lead to your course, written from one sentence
- ✓ Sales emails stop when someone buys

See email in Knola →

One payment. No monthly fee.

04

AI-age lead magnets

People now use Claude and ChatGPT every day. A free gift that helps them use AI on your topic feels new and useful. Very few creators have published results for these yet, so test them small.

31	Prompt pack	32	Claude skill
33	Custom GPT or AI helper	34	A free tool
35	Notion or spreadsheet template		

31

IDEA 31 OF 40

Prompt pack

A set of ready-to-paste prompts for jobs in your topic. People paste them into Claude or ChatGPT and get useful work done in minutes.



WHY IT WORKS Prompts are quick to use and show results straight away. The best packs do one job well, rather than list 500 prompts.

TEACHING

20 prompts that turn any lesson into a quiz, a worksheet and a summary

COOKING

15 prompts to plan a week of family meals from what's in your fridge

CAREERS

12 prompts to fit your CV to any job ad

BUILD IT

1. List 10–20 tasks your students do that AI can help with.
2. Write and test one prompt for each, with [placeholders].
3. Show one example result for each prompt.
4. Link each prompt to the lesson that goes deeper.

SEEN IN THE WILD

800+ sign-ups for one prompt pack in 3–4 days

Daniel Bustamante makes AI prompt packs for email marketers. He reports that one pack, "Newsletter Launchpad Prompts", brought 800+ sign-ups in 3–4 days (his post).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Write 15 tested prompts that help [my audience] with [tasks] in [my course topic], each with [placeholders] and a one-line note on when to use it.
```

IN KNOLA

Put your prompts in a PDF, or ask Studio for a swipe file from your course. Give it away from Funnels → Lead magnet.

STUDIO →

32 Claude skill

IDEA 32 OF 40

A Claude skill is a small file that teaches Claude your method, so it does a task your way. People add it to Claude and use it.



WHY IT WORKS It puts your method to work inside a tool they already use. Every time it runs, they see your approach at work.

WRITING

The edit-like-me skill: Claude edits your draft with my 10 rules

MARKETING

The subject-line skill: 10 options, scored against my checklist

BUSINESS

The offer-builder skill: turns your idea into a one-page offer

BUILD IT

1. Pick a task you always do the same way.
2. Write your steps, rules and one example as the skill's instructions.
3. Test it in Claude on 5 real cases and fix what goes wrong.
4. Add a short guide on how to install and use it.

SEEN IN THE WILD

Jay Feldman (Lead Gen Jay) gives away 41 free Claude skills on his site. Next to them sits his $1,497 membership, with 87+ skills that only members get (Lead Gen Jay skills).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Help me turn my method for [task] in [my course topic] into a Claude skill: ask me about my steps and rules, then write the instructions and two worked examples.
```

IN KNOLA

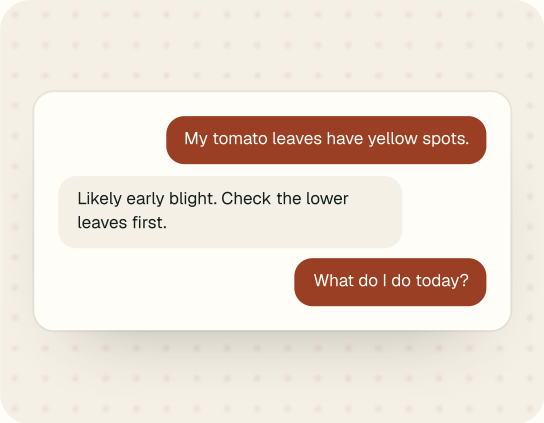
Make the skill with Claude. Then Knola's lead magnet gives it away from a sign-up page, collects the email and sends the follow-up emails.

CONNECT YOUR AI →

33 IDEA 33 OF 40

Custom GPT or AI helper

An AI assistant built on your method that answers questions or does one job. People give their email to use it.



WHY IT WORKS People get personal answers in your style, at any hour. A helper that solves a real problem gets used, and remembered.

GARDENING

Ask the Plot Doctor: describe a sick plant, get the likely cause

LANGUAGE LEARNING

Your French practice partner: order, book and chat with an AI

WELLNESS

The stress check-in helper: 3 questions, one small step for today

BUILD IT

1. Pick one question people ask you all the time.
2. Write the helper's instructions from your method and course notes.
3. Test it on 20 real questions and fix the weak answers.
4. Share the link only after people sign up.

SEEN IN THE WILD

Neil Matthews, a WooCommerce developer, built an AI tool that answers code questions. It asks for a name and email first, then his follow-up emails offer his services (his write-up).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Write the instructions for a custom GPT that helps [my audience] with [one problem] using my method: [paste method]. Include tone, rules and three example answers.
```

IN KNOLA

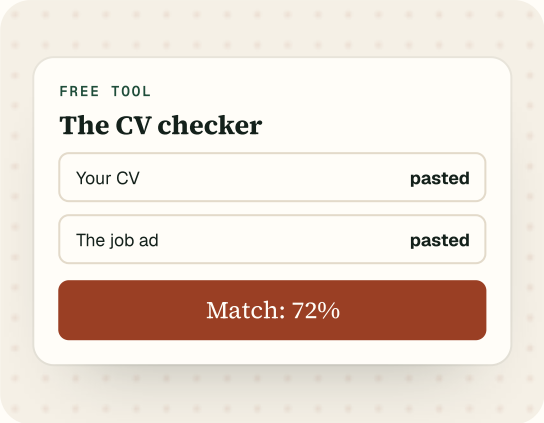
Build the helper in ChatGPT or Claude. Your Knola lead magnet page collects the email, the thank-you page gives the link, and a flow follows up.

CONNECT YOUR AI →

34 A free tool

IDEA 34 OF 40

A small tool that does one job: it builds, checks, scores or makes something. People use it free with an email or a free account.



WHY IT WORKS A tool solves the problem now, not after reading. People come back to it, and each visit reminds them of you.

CAREERS

The CV checker: paste your CV and a job ad, get a match score

MUSIC

The chord finder: pick a key, get the 6 chords that fit

TEACHING

The worksheet maker: type a topic, get a printable worksheet

BUILD IT

1. Find a slow, repetitive job your students do by hand.
2. Ask your AI to help you build a simple web tool for it.
3. Test it with 5 students.
4. Put it behind a free sign-up, and link to it from your content.

SEEN IN THE WILD

Career coach Austin Belcak moved from a free resume template to free tools, such as a resume builder and scanner, behind a free account. He said pop-ups and lead magnets worked less well than before (interview).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Help me plan a simple free web tool for [my audience] that does [job] in [my course topic]:
the inputs, the output, and what to build first.
```

IN KNOLA

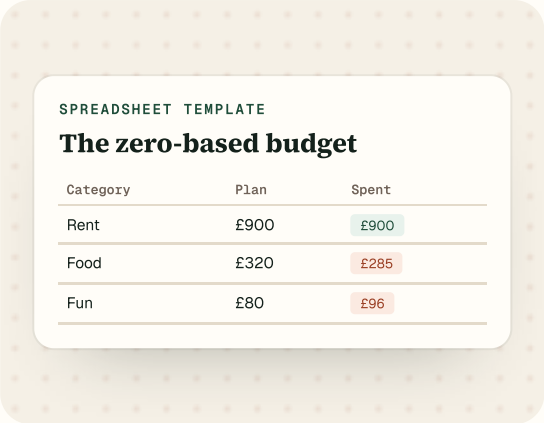
Build the tool with your AI. A Knola sign-up form on your website collects the email, and a flow sends the follow-up emails.

EMAIL IN KNOLA →

IDEA 35 OF 40

35 Notion or spreadsheet template

A ready-made Notion page or spreadsheet that runs part of their life or work: a budget, a content plan, a training log.



WHY IT WORKS People use it every day and build their routine around it. A fuller paid version, or your course, is a natural next step.

PERSONAL FINANCE

The zero-based budget spreadsheet, with my categories filled in

TEACHING

The thesis tracker: chapters, sources and deadlines on one page

FOOTBALL COACHING

The squad tracker: attendance, minutes and skills for every player

BUILD IT

1. Copy the system you use yourself and remove private data.
2. Add an instructions tab and one filled-in example row.
3. Share it as a link people can copy.
4. Offer a fuller version, or the course, in your welcome emails.

SEEN IN THE WILD

A common pattern among template sellers: give a free template in exchange for an email, then offer the fuller paid version in the follow-up emails.

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Design a [Notion page/spreadsheet] for [my audience] to [track or plan X]: list the columns or sections, the formulas, and one example row.
```

IN KNOLA

Put the copy link in a one-page PDF and give it away from Funnels → Lead magnet. Knola writes the sign-up page and emails it.

FUNNELS →

knola

USE THE AI YOU ALREADY USE

Connect Claude or ChatGPT *to Knola.*

Brainstorm the idea with your AI, then ask it to build the page and the follow-up emails inside your Knola account.

- ✓ "Build a sign-up page for my free checklist"
- ✓ "Write a 3-email flow that leads to my course"
- ✓ "Draft a free lesson from module 1"
- ✓ Everything lands in your Knola account, ready to check

Connect your AI →

One payment. No monthly fee.

05

Ways to give it away (and get it seen)

A good gift that nobody sees builds no list. These five are about where you put your gift, not what it is. Mix one of them with any idea above.

36 Content upgrade

37 "Comment to get it"

38 One freebie per episode or video

39 Your gift on other people's podcasts and newsletters

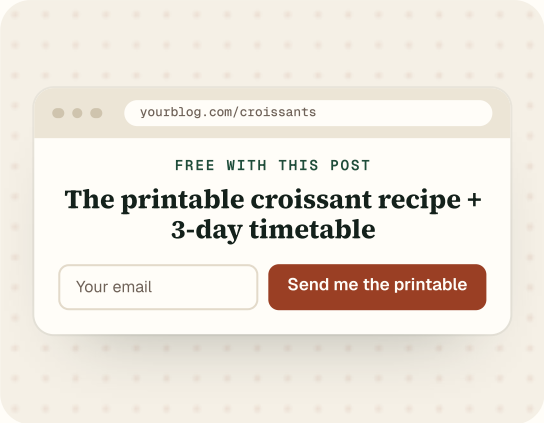
40 Live session as the free gift

36

IDEA 36 OF 40

Content upgrade

A freebie made for one post or video: a checklist, a template or extra tips on exactly that topic. Readers get more of what they are already reading.



WHY IT WORKS The gift matches what the reader wants at that moment. It is the same topic, so saying yes is easy.

BAKING
The printable croissant recipe, with a 3-day timetable

CODING
The code from this tutorial, plus 3 extra exercises

GARDENING
The pruning calendar for every shrub in this post

BUILD IT

1. Find your 3 most-visited posts or videos.
2. Make one small extra for each: a checklist, a PDF or a template.
3. Offer it near the top and again at the end.
4. Check which one gets the most sign-ups, and make more like it.

SEEN IN THE WILD

4.82% sign-up rate, up from 0.54%

Brian Dean (Backlinko) offered a checklist version of one blog post as a free download. That page's sign-up rate went from 0.54% to 4.82% (Backlinko).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Here is my post or video on [topic]: suggest 3 content upgrades that go one step further, then write the best one as a one-page PDF: [paste].
```

IN KNOLA

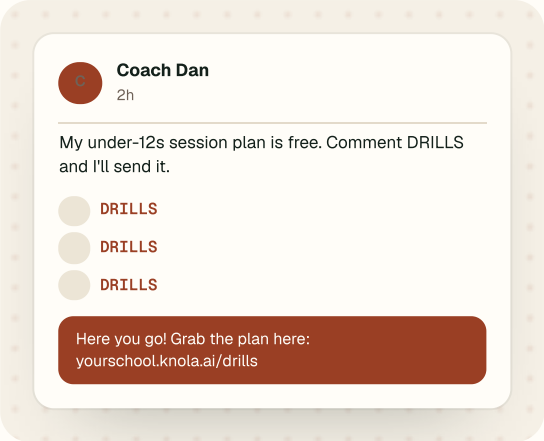
Studio makes a checklist or mini-guide from a lesson. Make a lead magnet for each post, and put a Knola sign-up form on your website.

STUDIO →

37 "Comment to get it"

IDEA 37 OF 40

End a social post with "Comment [word] and I'll send you the guide". Then you send each person the link to your sign-up page.



WHY IT WORKS It is an easy ask on platforms with no clickable links in posts. The DM puts your sign-up page one tap away.

AI TOOLS

Comment PROMPTS for my 10 prompts that write your emails

FOOTBALL COACHING

Comment DRILLS for my free under-12s session plan

COOKING

Comment DINNER for my 5-ingredient meal plan

BUILD IT

1. Write a post that is useful on its own, with the ask at the end.
2. DM each commenter the link to your sign-up page, not the file.
3. On LinkedIn, send the DMs by hand, not with a bot.
4. Use it sometimes, not on every post: platforms cut reach for engagement bait.

SEEN IN THE WILD

4,470+ emails from 43,000+ comments in a week

Ruben Hassid ends LinkedIn posts with lines like "Comment 'Mechanic' to get the automation" (**breakdown**). One Instagram giveaway drew 43,000+ comments and 4,470+ emails in a week (**a tool vendor's case study**).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Write 3 posts for [platform] about [my course topic] that are useful on their own and end with 'Comment [WORD] and I'll send you [my lead magnet]'.
```

IN KNOLA

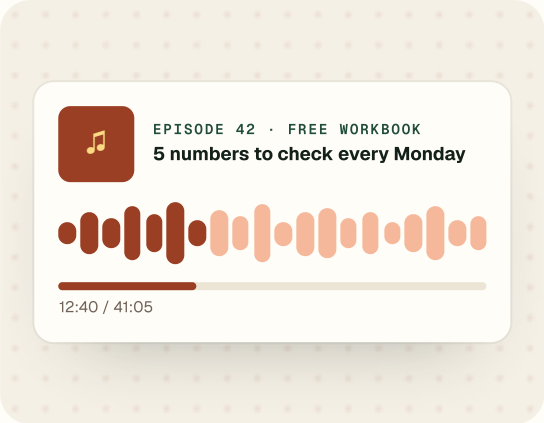
Funnels → Lead magnet gives you the sign-up page to send in every DM. Knola then delivers the gift by email and your flow follows up.

FUNNELS →

IDEA 38 OF 40

38 One freebie per episode or video

Make a small freebie for every podcast episode or video: the notes, a checklist, a worksheet. Every piece of content gets its own sign-up.



WHY IT WORKS Each new episode is a fresh reason to join. Over time you build a library of freebies, and learn which topics pull.

BUSINESS

The episode 42 workbook: 5 numbers to check every Monday

PARENTING

This week's printable: the screen-time deal to agree with your kids

WELLNESS

The breathing card from today's episode, to keep by your bed

BUILD IT

1. For each episode, ask: what would help them act on this?
2. Keep it small: one page or a short PDF.
3. Mention it in the episode and in the first line of the notes.
4. Give each freebie its own sign-up page, so you see which topics pull.

SEEN IN THE WILD

Amy Porterfield makes a freebie for each podcast episode, alongside bigger free gifts like her cheat sheet and her masterclass (**funnel breakdown**).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Here is the transcript of my latest episode: suggest 3 small freebies that help listeners act on it, then write the best one: [paste transcript].
```

IN KNOLA

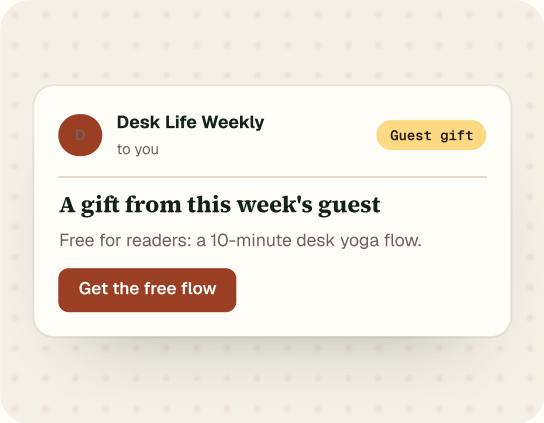
Upload each freebie as its own lead magnet, or ask Studio to make one from a lesson. Knola writes a sign-up page for each and emails the gift.

STUDIO →

IDEA 39 OF 40

39 Your gift on other people's podcasts and newsletters

When you guest on a podcast or swap with a newsletter, give their audience your free gift. Their listeners become your subscribers.



WHY IT WORKS You borrow an audience that already trusts the host. A free gift is much easier to say yes to than a sale.

YOGA

Free for [Podcast] listeners: my 10-minute desk yoga flow

PHOTOGRAPHY

For [Newsletter] readers: my 5 phone camera settings cheat sheet

CRAFTS

For [Podcast] listeners: my free beginner sock pattern

BUILD IT

1. List 20 podcasts and newsletters your buyers follow.
2. Pitch a topic, and offer a free gift for their audience.
3. Make a page that welcomes them: "Hello, [Show] listeners".
4. Make the gift quick to claim: under a minute from the link.

SEEN IN THE WILD

Dustin Riechmann guested on niche podcasts with an offer of a discounted sample of his snacks. Reports say this drove seven figures in sales, from a small email list (Million Podcasts).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
List 20 podcasts and newsletters that [my audience] follows for [my course topic], and write a short pitch that offers their audience [my lead magnet].
```

IN KNOLA

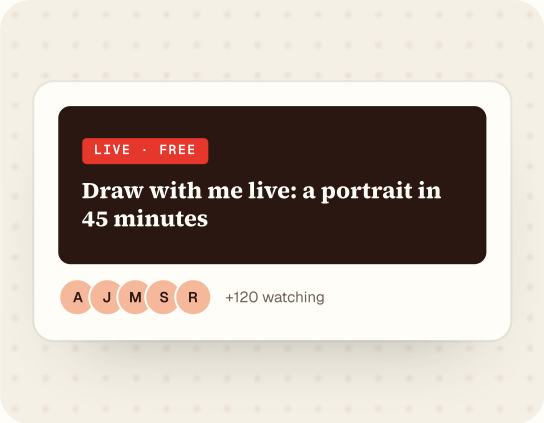
Create a lead magnet page for each show and edit the headline to welcome its listeners. Knola delivers the gift and sends the follow-up emails.

FUNNELS →

IDEA 40 OF 40

40 Live session as the free gift

Hold a free live session and make registering the sign-up. Everyone who registers joins your list, even if they can't come.



WHY IT WORKS A date makes people act now. They meet you live and ask questions, and the recording keeps working afterwards.

ART AND DRAWING

Draw with me live: a portrait in 45 minutes

AI TOOLS

Live build: set up your first AI assistant for work in an hour

LANGUAGE LEARNING

Live: your first 15 minutes of Japanese, from zero

BUILD IT

1. Pick one topic and a date 1–2 weeks away.
2. Make a registration page that says what they will leave with.
3. Teach, take questions, then point to your course.
4. Send the recording to everyone, with an offer that ends.

SEEN IN THE WILD

39 people registered for our live email session

We do this at Knola. 39 people registered for our free live session on turning a free gift into sales (Knola Live).

ASK YOUR AI (CLAUDE OR CHATGPT)

```
Plan a 45-minute free live session for [my audience] on [topic]: a title, what they will leave with, a run sheet, and a short invitation to [my course] at the end.
```

IN KNOLA

Knola's live events give you a registration page, reminders before the session and the recording. Everyone who registers joins your list, so a broadcast or flow can follow up.

KNOLA LIVE →

The idea finder: your free gift in 15 minutes

Paste the prompt below into Claude or ChatGPT. It interviews you about your course, gives you 10 lead magnet ideas, scores each one and plans the winner with you. Then connect your AI to Knola and ask it to build the sign-up page and the follow-up emails.

✦ COPY THIS INTO CLAUDE OR CHATGPT · PART 1 OF 2

```
You are a lead magnet strategist for course creators. Your job is to help me find the one
free gift that will grow my email list with people who are likely to buy my course.

Work in four steps. Do not skip ahead. Ask your questions, then wait for my answers.

STEP 1: Interview me
Ask me these questions, all in one message, numbered:
1. What is your course (or product) about, and what result does it give a student?
2. Who is it for? Describe your ideal buyer in a sentence or two.
3. What is the first problem they hit before they would ever buy your course?
4. What do you already have that you could reuse? (lessons, videos, worksheets, posts,
notes, templates, a podcast, past emails)
5. Where do your people spend time online, and where do you post (if anywhere)?
6. How much time do you want to spend making the free gift: an hour, an afternoon, or a
weekend?

STEP 2: Give me 10 ideas
When I answer, give me 10 different lead magnet ideas for my course. Use at least 6
different formats from this list: checklist, cheat sheet, template, planner, plan for the
week, worksheet, free first lesson, mini-course, email course, challenge, live class, ebook
from my course, quiz, self-assessment, calculator, behind-the-scenes guide, big list,
toolkit, roadmap, mistakes guide, case study, prompt pack, AI skill or custom GPT, free
tool, spreadsheet or Notion template.
For each idea give:
- A title that would make my ideal buyer want it (specific, with a number or a clear result)
- The format
- What is inside, in one line
- Why it leads to my course
```

✦ THE IDEA FINDER · PART 2 OF 2 (PASTE BOTH PARTS AS ONE MESSAGE)

```
STEP 3: Score them
Score each idea from 1 to 5 on:
- Quick win: can they use it and get a small result within 10 minutes?
- Specific: does it solve one clear problem, not a broad topic?
- Leads to the course: does finishing it make them want the next step that my course gives?
- Easy to make: can I make it in the time I said, using what I already have?
Show a table with the totals. Then pick the winner and say why in two sentences.

STEP 4: Plan the winner
For the winning idea, give me:
- 3 title options and a one-line promise for the sign-up page
- The full outline of what is inside (sections or pages, with what goes in each)
- The first 3 emails after someone signs up: a subject line and 2 lines on what each email
says. The third email invites them to my course.
- One way to share it this week without ads

Rules: write in plain, simple English. Be specific to my course, not generic. No hype words.
```

THEN BUILD IT

Connect your AI to Knola and ask it to build the sign-up page and the follow-up emails for the winner. Or open Knola, make the gift in Studio, and give it away from Funnels.

YOU'VE SEEN THE 40 IDEAS

Pick one. *Make it this week.*

A free gift only works once it's live. Knola gives you everything around it, in one place: the course it leads to, the gift itself, the page that gives it away, and the emails that follow up.

MAKE IT

Studio turns your course into an ebook, checklist, worksheet or swipe file. Or make a free lesson or a free course.

GIVE IT AWAY

A sign-up page Knola writes for you, a thank-you page, and the gift delivered by email straight away.

FOLLOW UP

Emails that go out on their own and lead people to your course. Describe the flow and Knola writes it.

Get Knola →

One payment. No monthly fee. Email included.

Not ready yet? **See the course Knola would build for you, free →**

knola

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knola

Knola builds your course. Then it helps you sell it.

KNOLA.AI

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