

10 Downloadables That Convert

Using gated assets for lead generation? Great!

You need downloadables that actually convert. The best predictor for performance isn't format. It's how closely the content maps to your buyers' real questions.

1



Decision Frameworks

Help buyers compare approaches and make a choice.

EXAMPLE: "How to Choose Between [A] and [B]"

WHY IT WORKS: Buyers are often stuck between options. This gives them a structured way to move forward.

2



Buyer's Guides

Explain what to look for *and* what to question.

EXAMPLE: "What to Look for in a Platform (and What to Avoid)"

WHY IT WORKS: It builds trust and signals that you understand their decision, not just your own solution.

3



Diagnostic Assessments

Help readers understand their current state.

EXAMPLE: "Is Your [Process] Holding You Back? A Self-Assessment"

WHY IT WORKS: Creates self-recognition. Buyers can't act on a problem they haven't clearly identified.

4



Cost of Inaction Analyses

Surface what happens if nothing changes.

EXAMPLE: "The Hidden Cost of [Current Approach]"

WHY IT WORKS: Introduces urgency in a grounded way by making invisible trade-offs visible.

5



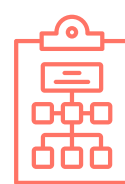
Process Walkthroughs

Explain how something actually works in practice.

EXAMPLE: "What It Takes to Implement [Solution]"

WHY IT WORKS: Reduces uncertainty. Many buyers hesitate because the process feels unclear.

6



Real-World Scenarios

Show how others navigate similar challenges.

EXAMPLE: "How Teams Are Handling [Specific Challenge]"

WHY IT WORKS: Makes the problem tangible and helps buyers see themselves in the situation.

7



Benchmark or Maturity Models

Provide context for where a company stands.

EXAMPLE: "Where Do You Fall on the [X] Maturity Curve?"

WHY IT WORKS: People want to understand how they compare (which frequently motivates action).

8



Checklists (with Context)

Explain what matters and why.

EXAMPLE: "Pre-Implementation Checklist for [Solution]"

WHY IT WORKS: Immediately usable. Buyers can apply it and get value right away.

9



Myth-Busting Guides

Challenge common assumptions.

EXAMPLE: "What Most Teams Get Wrong About [Topic]"

WHY IT WORKS: Reframes thinking quickly and builds credibility.

10



Strategic Roadmaps

Help buyers think about sequencing and planning.

EXAMPLE: "How to Approach [Transformation] Over 12 Months"

WHY IT WORKS: Turns a vague goal into a structured path forward.

Across all of these examples, the common thread is **alignment**. Each connects directly to something the buyer is already trying to understand, evaluate, or decide.

Want help creating a high-performing downloadable?

Contact Wheels Up Collective

