



Assets to Share with Prospects (Hint: be generous)

CONTENT IDEAS

- Top 10 [*problems your clients encounter*] and how to address them
- 5 Myths busted about [*your topic*]
- 5 things you are doing wrong today (and what to do instead)
- Top 10 tips on how to
- Quiz: What kind of are you?

FORMAT IDEAS

- 1-page created in Canva
- Slide deck
- E-book
- Infographic
- Workbook
- Google doc
 - Steps to address an issue
 - Questions your clients should ask themselves
 - Procedure to get something accomplished