YOUR STRATEGY

The best way to convert leads into clients is to reverse engineer the customer acquisition process.

#1 One way my prospect can become a client is by purchasing: _____

This product or service solves the following **top 3 problems** for my ideal client:

1. _____
2. _____
3. _____

I can create content around the following topics to help solve those problems & add value to my prospects:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

#2 Another way my prospect can become a client is by purchasing: _____

This product or service solves the following **top 3 problems** for my ideal client:

1. _____
2. _____
3. _____

I can create content around the following topics to help solve those problems & add value to my prospects:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

YOUR STRATEGY

#3 One way my prospect can become a client is by purchasing: _____

This product or service solves the following **top 3 problems** for my ideal client:
1._____
2._____
3._____

I can create content around the following topics to help solve those problems & add value to my prospects:
1._____
2._____
3._____
4._____
5._____
6._____
7._____
8._____
9._____
10._____

#4 Another way my prospect can become a client is by purchasing: _____

This product or service solves the following **top 3 problems** for my ideal client:
1._____
2._____
3._____

I can create content around the following topics to help solve those problems & add value to my prospects:
1._____
2._____
3._____
4._____
5._____
6._____
7._____
8._____
9._____
10._____

YOUR STRATEGY

#5 One way my prospect can become a client is by purchasing: _____

This product or service solves the following **top 3 problems** for my ideal client:

1. _____
2. _____
3. _____

I can create content around the following topics to help solve those problems & add value to my prospects:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

#6 Another way my prospect can become a client is by purchasing: _____

This product or service solves the following **top 3 problems** for my ideal client:

1. _____
2. _____
3. _____

I can create content around the following topics to help solve those problems & add value to my prospects:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

YOUR STRATEGY

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Core Problem

Core Problem

Product or Service

Core Problem

Core Problem

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

YOUR STRATEGY

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Core Problem

Core Problem

Product or Service

Core Problem

Core Problem

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

YOUR STRATEGY

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Core Problem

Core Problem

Product or Service

Core Problem

Core Problem

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

YOUR STRATEGY

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Core Problem

Core Problem

Product or Service

Core Problem

Core Problem

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

YOUR STRATEGY

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Core Problem

Core Problem

Product or Service

Core Problem

Core Problem

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

YOUR STRATEGY

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Core Problem

Core Problem

Product or Service

Core Problem

Core Problem

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic