



THE ULTIMATE PROSPECT ATTRACTION TOOL

**TO GROW YOUR LIST
AND CONVERT TO MEMBERSHIP**

WORKBOOK

TYPES of Prospect Attraction Tools

- **PDF (E-book or “Digital Book”)**
- **Cheat sheets**
- **Strategy guide**
- **Blogs**
- **Articles**
- **Transcripts**
- **PPT files**

ACTION STEP:
Which TYPES of Prospect Attraction Tools
Will You Leverage?

TYPES of Prospect Attraction Tools ADVANCED

- **Webinars**
- **Videos – FB Live**
- **Books**
- **Podcast**
- **Events**

ACTION STEP:
**Which TYPES of Prospect Attraction Tools
Will You Leverage?**

“How Do I Get Started”

What are three common questions current members are asking?

1.

2.

3.

Go to your current prospects and ask (give them a choice -> “What’s your biggest challenge “A” or “B”

Go to your social media and ask

But You Don't Want to Call It What It Is

What is your Prospect Attraction Tool?

Give it a title that will get them interested...

Does your title answer the question, "What's In It For Me?"

What is the FINAL title of your Prospect Attraction Tool?

Creative Title Ideas

- **Top Ten List**
- **Strategy Guide**
- **Blueprint**
- **How To...**
- **Why _____ & What You Can Do About It**
- **Ultimate Checklist**

ACTION STEP:
**What Are Some Creative Titles For Your
Prospect Attraction Tool(s)?**

“Technical Questions”

Graphics:

Free – www.Pixabay.com

Paid – www.Shutterstock.com

Design:

Free – www.Canva.com

**Paid - www.Fiverr.com / www.Upwork.com
/ www.Designrr.io**

Web – Collect Emails:

www.Leadpages.net

www.ClickFunnels.com

Your Prospect Attraction Tool Checklist:

- ❑ Ask your audience what their biggest challenge is.**
- ❑ Write a brief article, strategy guide or checklist about that topic.**
- ❑ Give it a “WIIFM” title.**
- ❑ Give it a cover art and convert to a PDF.**
- ❑ Add it to your website and watch the prospects flow in!**