

# Sell Your Service Lead Generation Training

What do you bring to the market?

Why is your business in this marketplace?

What do you do better or different than anyone else?

What are the results that you can get for your customers?

How do you make their lives better?

## Who are you targeting?

What does your customer look like? What are they called? Describe your perfect customer.

What's the big result that they need?

What are their main problems and roadblocks?

What are the consequences if they don't achieve those goals or solve those problems?

How will their lives be better if they do achieve those goals?

How do they buy?

How do they communicate?

## How are you valuable and helpful?

What do your customers need help with?

Do you have easily accessible content helping them with this?

What is the most valuable piece of content you could create? I.e blog post, podcast etc.

How are you meeting the needs of customers and subscribers?

If someone wanted that same result faster, after that first piece of content, what could you offer?

What could you offer them for a small fee of \$9 - \$19?

Are you writing about the same thing over and over BECAUSE YOU'RE THE ONLY PERSON THAT CAN HELP?

## How do you promote your content?

How often do you need to help people?

How are you driving traffic to that helpful content?

How can someone upgrade to your next helpful content?

Are you telling your current customers about this content?

Have you reached out to other industry partners with this content?

## Are you having conversations with people?

When someone signs up, are you bombarding them with emails?

When someone signs up, are you ignoring them?

Hey [name]

I saw you downloaded my guide on [topic] and I wanted to reach out and say hello!

This isn't an autoresponder, this is really me - [your name].

What are you looking for help with? Is there anything I can help with?

[your name]