

FUNNEL ASSET PLANNER

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Identify what assets you will create to attract your ideal clients, as free content and lead magnets.
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|------------------------------------------|------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Blog | <input type="checkbox"/> Video Channel | <input type="checkbox"/> One-off video series |
| <input type="checkbox"/> Podcast | <input type="checkbox"/> Ebook | <input type="checkbox"/> Checklist |
| <input type="checkbox"/> Quiz | <input type="checkbox"/> Email Training Series | <input type="checkbox"/> Webinar |
| <input type="checkbox"/> Tool/App | <input type="checkbox"/> Worksheet | <input type="checkbox"/> template |
| <input type="checkbox"/> Mind map | <input type="checkbox"/> Whitepaper | <input type="checkbox"/> Calculator |
| <input type="checkbox"/> Self-Assestment | <input type="checkbox"/> Workbook | <input type="checkbox"/> Matrix |
| <input type="checkbox"/> Product demo | <input type="checkbox"/> Cheat sheet | <input type="checkbox"/> Planner |

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Grow a library of free content, with each piece leading to one of your high-value lead magnets.
This draws people in the top of your funnel.