

IMPACT OFFERING

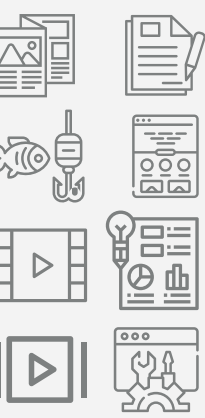


IDEAL PERSONA

AVATAR BREAKDOWN



IRRESISTIBLE ASSETS



**REMARKABLE CONTENT**

Think of resources, guides, checklists, etc. that your "perfect buyer" will absolutely love and be willing to watch, download, read, share, etc.

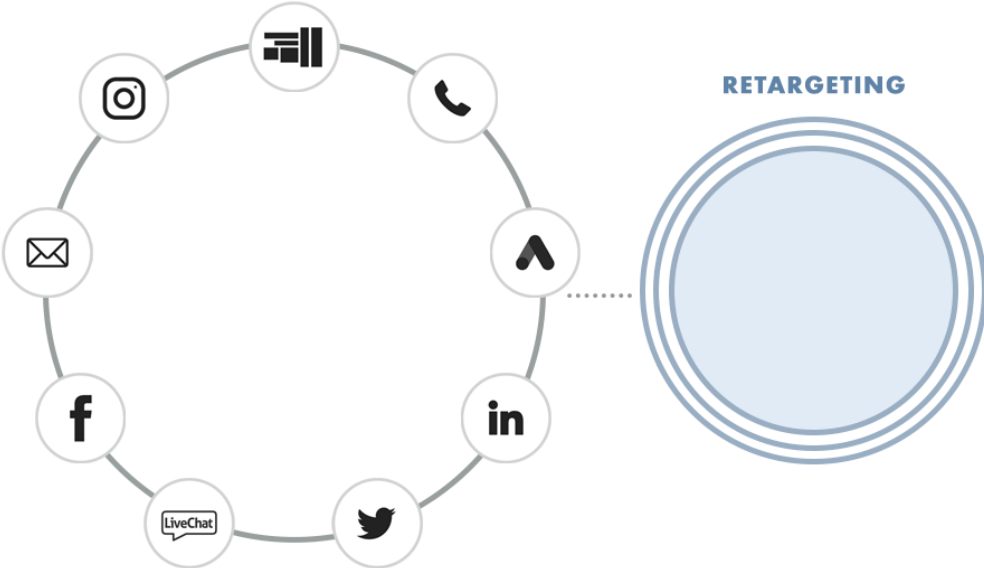
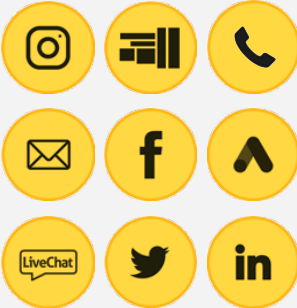
Ideal pieces of content can include **infographics, videos, white papers, checklists, slideshows, calculators, tools, micro sites**, and much more.

These assets are placed on pages of your site or on external pages.

BE WHERE YOUR AVATAR IS

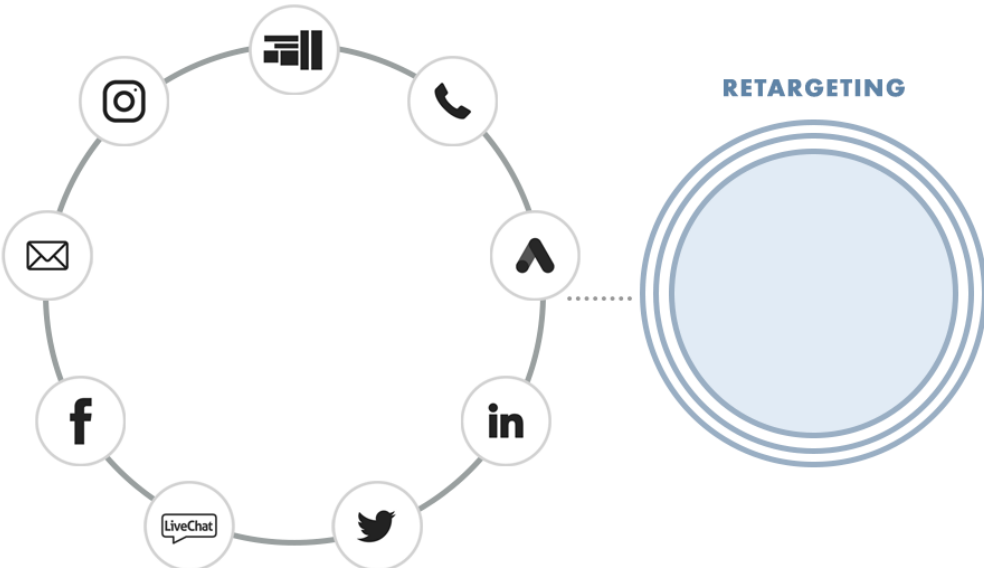
INTERRUPT & PROVIDE

Here is where it all comes together. Your resources are put in front of your avatar where they are. They could be looking at pictures of their grandkids on facebook, reading their favorite news site, or searching online. Whatever they're doing - when they find your assets, they'll be intrigued and start the ProfitPath® journey.



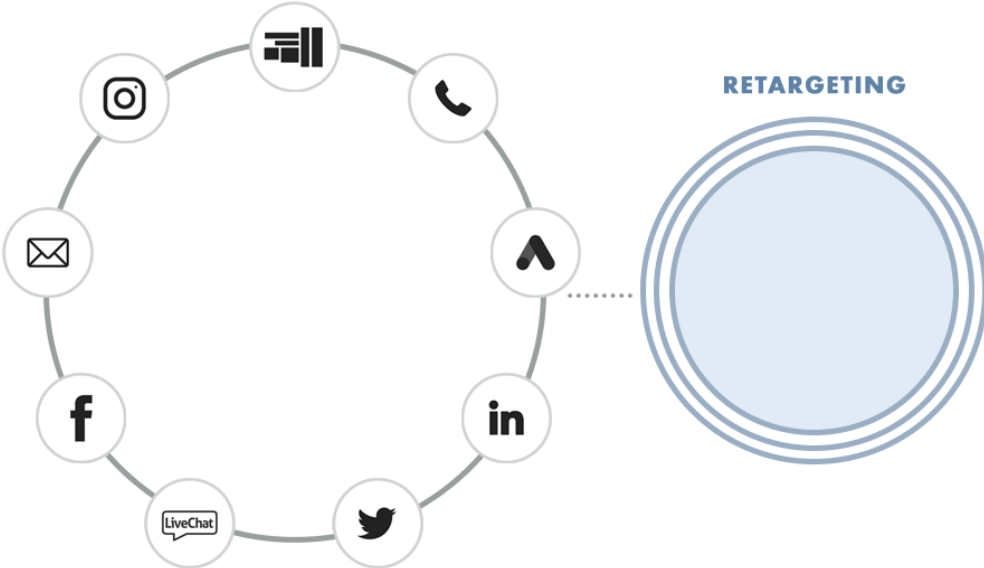
IDEAS

ASSET GOAL



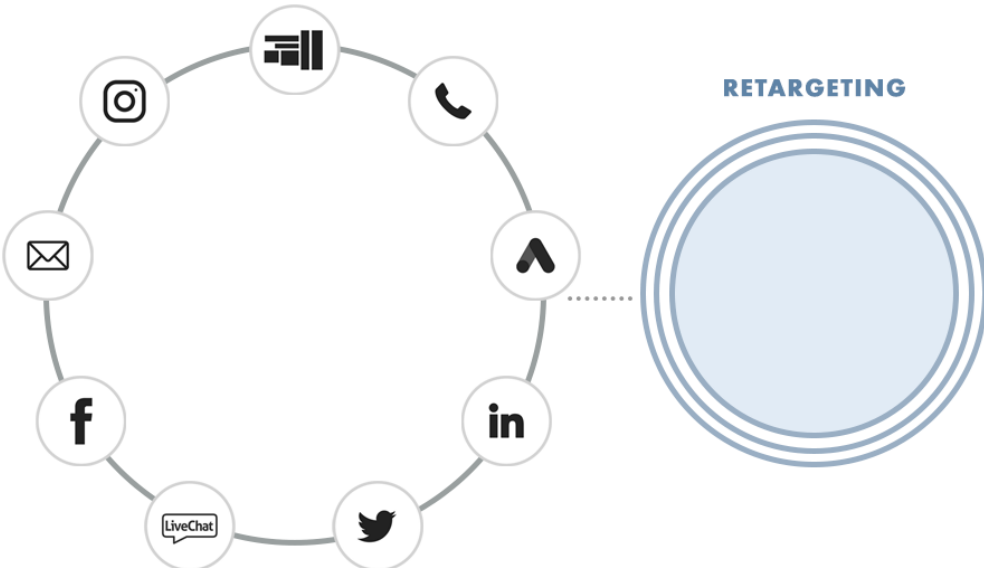
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ASSET GOAL



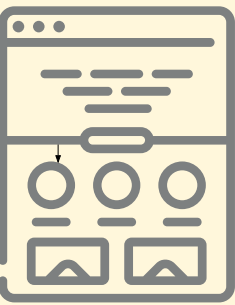
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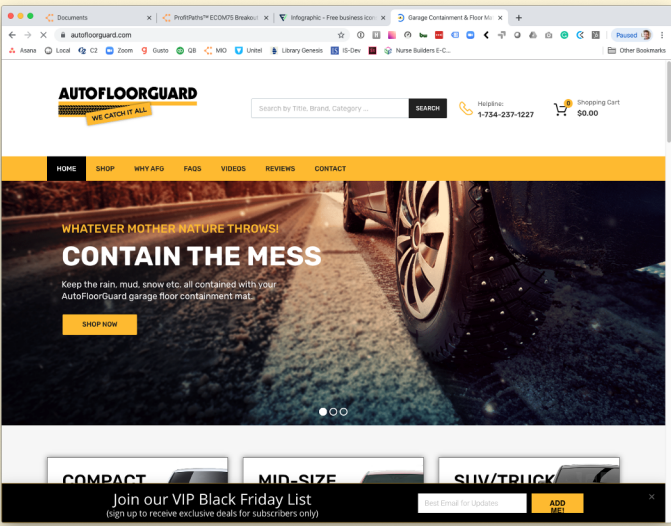


IDEAS

ASSET GOAL



LANDING PAGE  
Conversion Type: Lead Form



ADDITIONAL PROJECT NOTES

