

A top-down view of a desk with a white marble pattern. On the desk are several gold-colored items: a calculator, a pen, a pair of earbuds, and a pile of paper clips. A large, semi-transparent dollar sign graphic is centered on the desk. A white rectangular box with a black border is overlaid on the desk, containing the text.

Launch Like a Boss

**OPT-IN OFFER
BRAINSTORM**

LAUNCH LIKE A BOSS

Module 3 | Visibility & Leads

OPT-IN OFFER BRAINSTORM

What result does your **paid product** create?

What smaller results would your prospect be interested in creating **first**?

- 1)

- 2)

- 3)

What free resource could you offer to help your prospects create these results?

Result #1

Freebie Ideas

- a)

- b)

- c)

Result #2

Freebie Ideas

- a)

- b)

- c)

LAUNCH LIKE A BOSS

Module 3 | Visibility & Leads

Result #3 _____

Freebie Ideas

- a) _____
- b) _____
- c) _____

What small, **related** results might your prospect be interested in creating?

- 4) _____
- 5) _____
- 6) _____

What free resource could you offer to help your prospects create these results?

Result #4 _____

Freebie Ideas

- a) _____
- b) _____
- c) _____

Result #5 _____

Freebie Ideas

- a) _____
- b) _____
- c) _____

Result #6 _____

Freebie Ideas

- a) _____
- b) _____
- c) _____