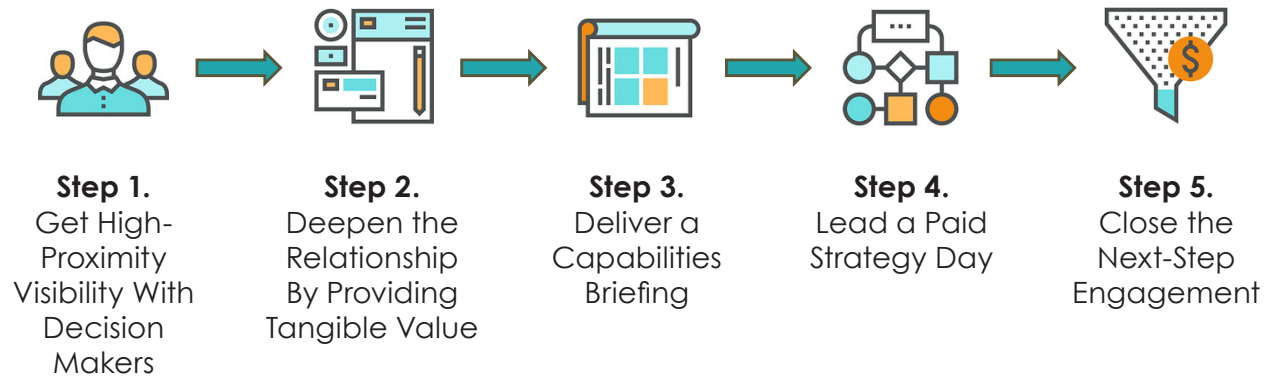


Action Guide: The Repeatable Offline Revenue-Generation Funnel



Sample Email to Open the Door to a Capabilities Briefing

Hi John,

I'm thrilled you found the toolkit valuable. It's something that I developed out of the work that I've been doing with companies around millennial leadership development, including a new project I just kicked off with Coca-Cola for 100 of their just-promoted new managers.

You're likely not looking for an outside executive coach, consultant or workshop leader in the immediate term. However, I thought it still might make sense for us to get more acquainted with one another so that if/when you are looking for a locally-based expert on leadership development, you would have another possible resource in your hip pocket.

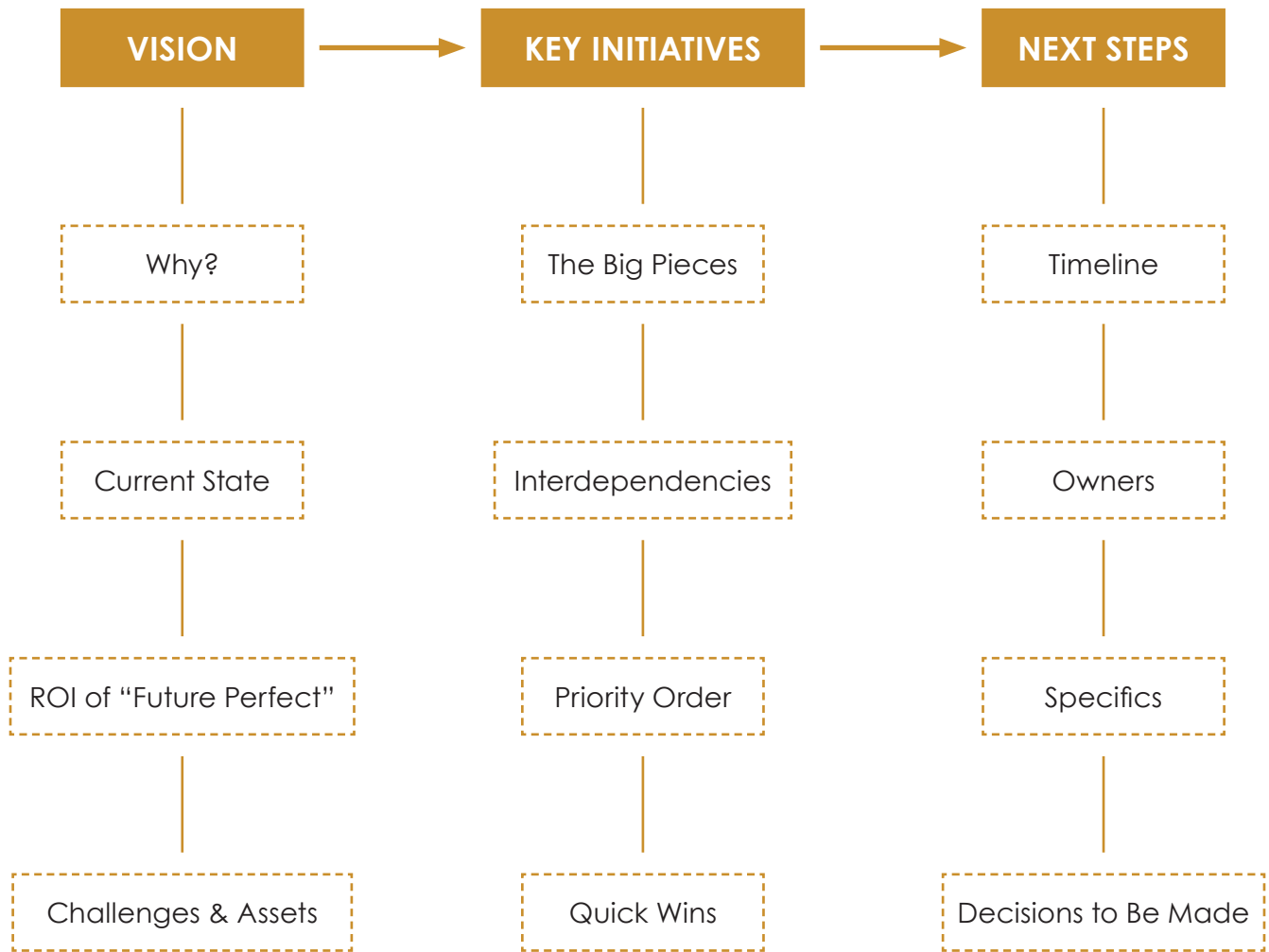
Not only do I specialize in consumer product companies like yours, but I also cover some pretty hard-to-find topics, and my clients have appreciated being aware of what's in my arsenal for when they find they need something very specific.

If it makes sense to talk, what does your calendar look like next Tuesday?

Warmly,

Jane

SAMPLE STRATEGY DAY FRAMEWORK



**HINT: FOCUS ON WHAT NEEDS TO CHANGE GOING FORWARD,
NOT WHY THINGS ARE THE WAY THAT THEY ARE NOW.**