



YOUR **PURPOSE LEADS
USERS TO **FREE STUFF** TO
DOWNLOAD WHICH
REMINDS CLIENTS OF
YOUR VALUE AND ALLOWS
PROSPECTS TO DISCOVER
WHY YOUR CLIENTS LOVE
YOU SO MUCH... YOUR
CLIENTS CAN GIVE
VALUABLE **FEEDBACK**
WHILE YOUR PROSPECTS
ARE TAKEN DOWN THE PATH
OF QUALIFICATION... DO
THEY **QUALIFY** FOR YOUR
UNIQUE SERVICES? YES?
OKAY...
THEN, AND ONLY THEN
SHOULD THEY **CONTACT**
YOU.**