



## **THE FA ADVANTAGE**

Digital Shift Workbook

# **CREATE A MARKETING PLAN THAT WORKS**

Use this workbook along with the workshop to  
develop a Success Path that is right for you.

# GETTING STARTED

WHAT IS YOUR MAIN HURDLE HOLDING YOU BACK?

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WHAT WILL YOUR SUCCESS PATH LOOK LIKE IF YOU GET THIS RIGHT? (WORK BACKWARDS)

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## THE SUCCESS PATH



DISCOVER & ATTRACT

AUTHORITY & TRUST

**BASED ON WHAT WAS DISCUSSED CHOOSE SOME  
OPTIONS FOR YOUR NICHE**

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**CHOOSE SOME POTENTIAL OPTIONS FOR AN  
IRRESISTABLE OFFER FOR YOUR NICHE**

**HOW TO \_\_\_\_\_, WITHOUT \_\_\_\_\_,  
EVEN IF \_\_\_\_\_.**

**EXAMPLE OFFER**

**HOW TO RETIRE BEFORE 60, WITHOUT  
DEPENDING ON RISKY INVESTMENTS, EVEN IF  
YOU FEEL LIKE IT'S TOO LATE!**

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**WHAT TYPE(S) OF OFFERS WILL YOU CREATE?  
(WEBINARS, PDFS, ASSESSMENTS ETC.)**

**WHAT TOOLS OR RESOURCES WILL YOU OFFER  
TO FURTHER EDUCATE & STRENGTHEN YOUR  
AUTHORITY**

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**LIST ALL NECESSARY REQUIREMENTS THAT A  
QUALIFIED LEAD MUST HAVE TO BECOME A  
CLIENT**

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**WHAT STEPS WILL YOU TAKE TO STRENGTHEN  
YOUR PERSONAL BRAND ONLINE**

**READY TO TAKE WHAT YOU'VE  
LEARNED TO THE NEXT LEVEL?**



**APPLY FOR THE FA  
ADVANTAGE GROUP  
COACHING PROGRAM**

**[APPLY HERE](#)**

IF YOU HAVE ANY QUESTIONS [CONTACT US](#)