Add Value to Your Business with Tangible Assets in 30 Days

This is your opportunity to turn your intellectual property into tangible assets that will not only enhance the impact you have with your clients but also increase your business value, allow you to charge premium prices, and set you up for sustainable growth.

By the end of this challenge, you'll have foundational resources that will help you:

- Improve client results
- Boost your business's perceived value
- Generate more revenue and expand your impact

Your Goals for this Challenge are to:

- Develop high-value assets for your business (workbooks, templates, videos, quizzes, etc.)

- Position your assets as tools to create deeper impact with your clients

- Increase your revenue by leveraging these assets across various channels

- Build a sustainable foundation that makes your business more valuable

Why It Matters:

- Intellectual property (IP) like workbooks, templates, and frameworks can become high-value assets that increase your overall business worth. Your business isn't just about the services you offer; it's about the assets that fuel it.
- With strong, value-driven assets, you can raise your prices and market your expertise more effectively. Clients are willing to pay more for structured, comprehensive tools that allow them to get faster and more reliable results.
- These assets continue to work for you long after they've been created, either as standalone revenue generators (e.g., digital products) or as valuable enhancements to your services.

- When your knowledge is converted into usable resources, you offer clients more value, keeping them engaged and building long-term trust. This deepens your relationship and improves client results while extending your reach.

Here is your Step-by-Step

1. Brainstorm Possible Resources Based on Your Signature System®

a) Start by reviewing the Signature System® you've designed for your business—this is the step-by-step process that helps clients achieve their goals by leveraging your expertise. Consider these questions:

- What are the key steps in your process that help your clients succeed?
- What could be transformed into tangible, easy-to-follow resources to support these steps?

Look for areas where your clients might benefit from extra support or clarity through tools like workbooks, cheat sheets, scripts, or self-assessments.

b) Review your current materials and identify informal resources (notes, guides, or advice you've shared in emails or one-on-ones) that you can formalise and turn into tangible assets.

2. Choose the Resources to Create

Based on your brainstorming session, select 3 resources that align with your Signature System® and your clients' most significant challenges. Refer to the following list for inspiration:

Resource Ideas:

1. **Workbooks and Worksheets**
   - Help clients implement key actions step-by-step.
   - Actionable example: A workbook to help clients assess their current business model and map out their next steps.
2. **Checklists & Templates**
   - Simplify processes and provide clear guidance for execution.
   - Actionable example: A content calendar template for easy planning of social media and blog content.
3. **Video Tutorials or Series**
   - Break down complex concepts or provide visual support to demonstrate key actions.
   - Actionable example: A video tutorial on how to map out an ideal client profile.
4. **Self-Assessment or Quiz**
   - Create an engaging tool to help clients identify where they stand and which steps they need to prioritize.
   - Actionable example: A quiz to help clients assess their current level of business readiness.
5. **FAQs and Common Obstacles Guides**
   - Address common hurdles with actionable solutions.
   - Actionable example: A downloadable PDF answering common questions clients face in their early business stages.
6. **Email Course or Challenge**
   - Deliver bite-sized actionable steps over a series of emails.
   - Actionable example: A 5-day challenge to help clients refine their pricing strategy.

3. Create Your Resources

Now that you have chosen your resources, it’s time to create! Keep these pointers in mind:

- **Leverage Existing Content:**
  You probably already have materials—notes, blogs, social media posts, workshops—that can be repurposed into valuable resources. Use this to save time.
- **Be Practical and Simple:**
  You don't need overly complicated resources. The best tools are often the simplest, especially when they make a complex concept more accessible.
- **Focus on Value:**
  Each resource should add real value to your clients' journey, providing immediate impact or a tangible result.

Step 4: Package the Resources and Integrate Them into Your Offerings

Once your resources are created:

1. **Integrate them into your Signature System®:**
   Add these resources to the corresponding steps or modules of your Signature System®, where they make the most sense.
2. **Assign Value:**
   Think about the monetary value each asset brings to your offering. You can add these values to your sales page or promotional materials to demonstrate the worth of your services.
3. **Make the Resources Ready for Delivery:**
   Ensure your resources are professionally formatted, clear, and easy for clients to use. Use tools like Canva, Google Docs, or a video editing app to improve the overall quality.

5. Pick One Asset as Your Lead Magnet

Pick one of the resources you've created to repurpose as a lead magnet. This free resource can attract new leads and grow your mailing list by providing instant, actionable value to potential clients.

Action Steps for Lead Magnet:

1. Choose the most engaging resource you've created.
2. Adapt it to be **visually appealing** and easy to download.
3. Set up an automated system to deliver the lead magnet and collect leads.

Step 6: Share Your New Resources with Your Clients & Test for Feedback

Once your resources are complete, deliver them to your existing clients and/or audience. Use them as a selling point when you market your services to potential clients. Ask for feedback to ensure the resources resonate with your clients' needs and help them move closer to achieving their goals.

Step 7: Track Your Progress

Daily Commitment:

- Spend 1 hour each day or 1 whole day per week working on the creation of your assets.
- Make this a time block, whether in the morning or after business hours, to stay consistent and productive.

Are You Ready for the Challenge?

Start Date: ____________

Tracking Method: Will you be using a notebook or digital system (e.g., Trello, Asana, or Notion)? ____________

Your Mindset for this challenge:

By completing this challenge, I will:

- Strengthen my Business by adding well-thought-out, easy-to-use resources
- Increase the perceived value of your services, positioning yourself as an expert and justifying your premium rates
- Feel deeply fulfilled by creating real, tangible impact for your clients

Remember:

- Your IP can be transformed into powerful assets that scale your business and create deeper client impact.

- Value-driven assets elevate your services, allowing you to charge more and add greater depth to client results.

- Leveraging your assets not only expands your business value but also creates more passive income opportunities.

This challenge will set you on the path to creating lasting value for your business while maximising the potential of your expertise.