



IMPACT OFFERING

What product or service puts the highest total dollars in your company's bottom line?

What are the biggest opportunities?

Any low competition offerings to focus on?



IMPACT PROSPECT

Who is the "perfect buyer" that creates the highest lifetime value when they purchase your IMPACT Offering?

With B2B this could be: "HR Directors at companies in Nevada with more than 1,500 employees" or maybe "Plant Managers at chemical manufacturing companies that do more than \$150MM in revenue"

In the B2C it may be "parents that are passionate about their kids sports in the greater Baltimore, MD area" or "people searching online for solutions to remove mold from their bathroom"



PROSPECT MAGNETS

Think of resources, guides, checklists, etc. that your "impact prospect" who's in the market for your "impact offering" will absolutely love and be willing to watch, download, read, share, etc.

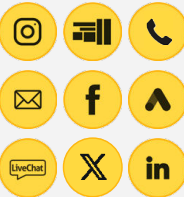
Ideal pieces of content can include **infographics, videos, white papers, checklists, slideshows, calculators, tools, micro sites**, and much more.

These assets are placed on pages of your site or on external pages.

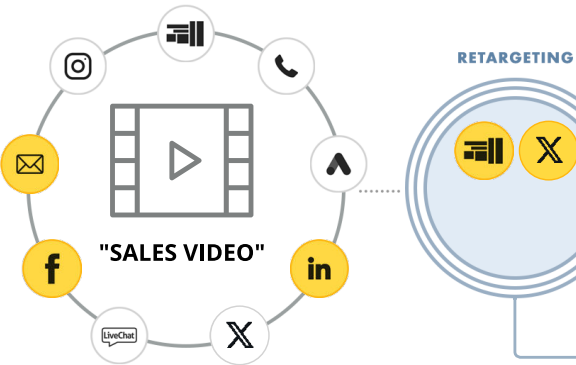
CHANNEL SELECTION

INTERRUPT & PROVIDE

Here is where it all comes together. Your Prospect Magnets are put in front of your avatar where they are. They could be looking at pictures of their grandkids on facebook, reading their favorite news site, or searching online. Whatever they're doing - when they find your assets, they'll be intrigued and start the ProfitPath® journey.



EXAMPLE PROSPECT MAGNET



IDEAS

3 minute Video that will "sell" viewers on signing up for a webinar that teaches them 7 incredible ways to "X." This video "sells" the webinar.

ASSET GOAL

The goal is to convert the viewers into webinar registrants. Non-converters are retargeted with ads for the webinar.

EXAMPLE PROSPECT MAGNET 2



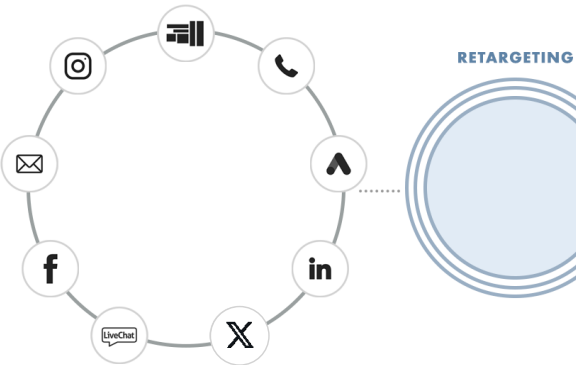
IDEAS

Webinar that teaches enough to give tremendous value but that also sells our solution and give a clear conversion path.

ASSET GOAL

To convert viewers into sales discovery sessions.

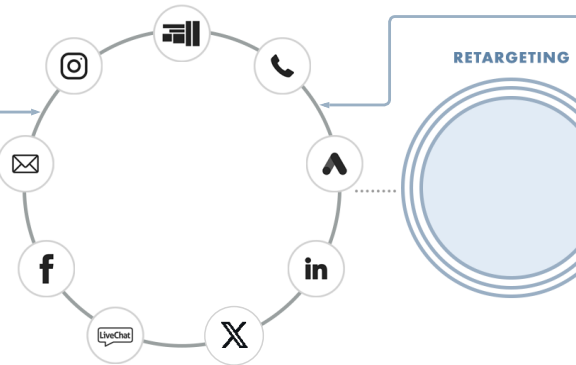
PROSPECT MAGNET 3



IDEAS

ASSET GOAL

PROSPECT MAGNET 4



IDEAS

ASSET GOAL

CONVERSION METHODS

Ultimately, we want to have all traffic convert to either a phone call or a form fill that results in a scheduled appointment.



ADDITIONAL PROJECT NOTES

Once we have data on what keywords convert into customers, we can do an SEO (search engine optimization) campaign so we are getting the same traffic without paying per click.

People who visit our prospect magnets but don't convert are to be retargeted to other magnets.



USE OUR AI TOOLS TO HELP BRAINSTORM

TOOLS & LINKS:

- 5K.co/
- 5K.co/ai
- heygen.com
- https://twitter.com/rowancheung
- chatgpt.com
- wordpress.com
- semrush.com
- ahrefs.com
- revealmobile.com
- chatbase.com
- midjourney.com (image creation)
- discord.com (To access midjourney)
- LostAt30k.com (Dave's Book)
- DaveConklin.com (Have Dave speak)

250 Prospect Magnet Ideas



Role Specific Ai Tool Ideas:





ProfitPaths® Primer: 250 Prospect Magnet Ideas to Transform Your Customer Engagement

Prospect Magnets are pivotal elements in the ProfitPaths® methodology, serving as strategic tools designed to attract and engage Impact Prospects—potential customers identified as having significant potential to contribute to a business's growth and profitability. These magnets are varied and versatile, tailored to offer valuable resources, information, or experiences that resonate deeply with the Impact Prospects' needs, preferences, or pain points. By integrating Prospect Magnets effectively, you're able to draw these prospects closer, facilitating their journey towards becoming leads, sales, or even generating walk-in traffic for brick-and-mortar establishments. The methodology emphasizes the creation of an Impact Offering, a unique value proposition or solution, around which the Prospect Magnets are crafted.

Let's delve into practical, versatile examples. As you explore these, consider how each can be uniquely tailored to attract your specific Impact Offering and the Impact Prospects you aim to engage.

|                                     |                                    |  |   |                               |   |   |   |  |
|-------------------------------------|------------------------------------|--|---|-------------------------------|---|---|---|--|
| E-books and Guides                  |                                    |  | 35.   | Efficiency Improvements:      | Processes optimized for better performance.   | 67.                                     | Comparison Videos:                      | Comparing different products or services.                          |
| 1.                                  | Industry Insights Guide:           | Trends, challenges, and opportunities.                     | 36.   | Customer Journey Stories:     | From problem identification to solution and success.                                    | 68.                                     | FAQ Sessions:                           | Video answers to common customer questions.                        |
| 2.                                  | How-To Guide:                      | Step-by-step approach to solving common industry problems. | 37.   | Market Entry Stories:         | How businesses successfully entered new markets.  | 69.                                     | Live Demonstrations:                    | Real-time showcasing of products or services.                      |
| 3.                                  | Beginner's Guide:                  | Introductory content for newcomers to the field.           | 38.   | Product Launch Successes:     | Strategies behind successful product launches.  | 70.                                     | Innovation Spotlights:                  | Highlighting new technologies or methodologies in use.             |
| 4.                                  | Advanced Strategies Guide:         | For seasoned professionals seeking deeper insights.        | 39.   | Partnership Success Stories:  | Collaborations that led to mutual success.  | 8. Industry Reports and Market Research |   |  |
| 5.                                  | DIY Solutions Guide:               | Practical projects or solutions relevant to your audience. | 40.   | Sustainability and CSR:       | How companies are making a positive impact.   | 71.                                     | Annual Industry Overview:               | Key trends, data, and forecasts.                                   |
| 6.                                  | Yearly Outlook Guide:              | Predictions and trends for the coming year.                | 5. Infographics and Visual Aids                   |                               |   | 72.                                     | Consumer Behavior Report:               | Insights into customer preferences and behaviors.                  |
| 7.                                  | Resource Compilation Guide:        | Essential tools, apps, and resources list.                 | 41.   | Process Diagrams:             | Visualizing steps in a process or workflow.   | 73.                                     | Market Analysis:                        | Examination of market dynamics and opportunities.                  |
| 8.                                  | Case Study Collection:             | Success stories and lessons learned.                       | 42.   | Data Insights:                | Presenting industry data in an easily digestible format.                                | 74.                                     | Competitive Landscape Report:           | Analysis of key players and market positioning.                    |
| 9.                                  | Mistakes to Avoid Guide:           | Common pitfalls and how to navigate them.                  | 43.   | Timeline Visuals:             | Key milestones in industry or company history.  | 75.                                     | Emerging Trends Report:                 | Identifying up-and-coming trends in the industry.                  |
| 10.                                 | Productivity Hacks Guide:          | Tips and tricks for efficiency and effectiveness.          | 44.   | Comparison Charts:            | Side-by-side comparison of options, products, or strategies.                            | 76.                                     | Technology Impact Study:                | How technology is shaping the industry.                            |
| 2. Webinars and Workshops           |                                    |  | 45.   | Anatomy of a Product/Service: | Breaking down components visually.  | 77.                                     | Regulatory Changes Report:              | Overview of recent or upcoming regulatory changes.                 |
| 11.                                 | Live Q&A Sessions:                 | Engage with audience questions in real-time.               | 46.   | Market Landscape:             | Overview of the competitive or market environment.                                      | 78.                                     | Supply Chain Analysis:                  | Examination of supply chain challenges and opportunities.          |
| 12.                                 | Expert Roundtable Discussions:     | Panel of industry experts discussing hot topics.           | 47.   | Success Metrics:              | Visualizing achievements in key areas.  | 79.                                     | Global Market Insights:                 | Analysis of global trends affecting the industry.                  |
| 13.                                 | Skill Development Workshops:       | Practical sessions on developing specific skills.          | 48.   | Trend Analysis:               | Visual representation of industry trends.   | 80.                                     | Customer Satisfaction Survey Results:   | Insights into customer satisfaction levels.                        |
| 14.                                 | Industry Trends Webinar:           | Analysis of current trends affecting the industry.         | 49.   | Problem/Solution Mapping:     | Identifying problems and corresponding solutions.                                       | 9. Email Course Series                  |   |  |
| 15.                                 | Case Study Webinar:                | Deep dive into a success story or project.                 | 50.   | Guideline Summaries:          | Quick-reference visuals for best practices or guidelines.                               | 81.                                     | Introduction to [Industry]:             | A foundational course for newcomers.                               |
| 16.                                 | Product Demos:                     | Showcasing new or flagship products.                       | 6. Interactive Tools (e.g., calculators, quizzes) |                               |   | 82.                                     | Advanced Strategies in [Field]:         | For professionals looking to deepen their knowledge.               |
| 17.                                 | Customer Success Stories:          | Highlighting how customers achieved success.               | 51.   | Cost Savings Calculator:      | Helps users estimate how much they can save using a product or service.                 | 83.                                     | [Product/Service] Mastery:              | In-depth use and tips for a specific product or service.           |
| 18.                                 | Market Analysis Sessions:          | Insights into market dynamics and predictions.             | 52.   | Needs Assessment Quiz:        | Assists users in determining what product or service best fits their needs.             | 84.                                     | [Skill] Improvement Course:             | Step-by-step improvements in a particular skill area.              |
| 19.                                 | Networking Events:                 | Virtual meetups for professionals to connect.              | 53.   | ROI Calculator:               | Calculates the return on investment for implementing a particular solution.             | 85.                                     | Weekly Challenge Series:                | Engaging users with weekly tasks and learning goals.               |
| 20.                                 | Innovation Showcases:              | Highlighting new technologies or methodologies.            | 54.   | Skill Level Assessment:       | Helps users assess their proficiency in a specific area.                                | 86.                                     | DIY Projects Course:                    | Guided projects related to the industry.                           |
| 3. Checklists and Templates         |                                    |  | 55.   | Product Selector Tool:        | Guides users through selecting the best product based on their preferences.             | 87.                                     | Leadership and Management Essentials:   | For those looking to enhance their leadership skills.              |
| 21.                                 | Project Planning Templates:        | Simplify the planning process for common projects.         | 56.   | Compatibility Quiz:           | Determines how well a user's needs align with a service or product offering.            | 88.                                     | Marketing Strategies for [Industry]:    | Tailored marketing advice for industry professionals.              |
| 22.                                 | Performance Review Checklists:     | Guidelines for conducting reviews.                         | 57.   | Impact Calculator:            | Estimates the impact (environmental, productivity, etc.) of using a product or service. | 89.                                     | Financial Planning for [Audience]:      | Course on managing finances within the industry context.           |
| 23.                                 | Event Planning Checklists:         | Essential steps for event organization.                    | 58.   | Budget Planner Tool:          | Assists users in planning their budget for a project or purchase.                       | 90.                                     | Sustainability Practices in [Industry]: | Focusing on eco-friendly practices and strategies.                 |
| 24.                                 | Budget Templates:                  | For financial planning and management.                     | 59.   | Health & Wellness Assessment: | Offers personalized recommendations based on user inputs.                               | 10. Free Trials and Demos               |   |  |
| 25.                                 | Marketing Strategy Templates:      | Frameworks for crafting marketing plans.                   | 60.   | Customization Tool:           | Allows users to customize a product or service to see potential outcomes.               | 91.                                     | Full-Feature Access Trial:              | Limited-time access to all features of a product or service.       |
| 26.                                 | Operational Efficiency Checklists: | Steps to streamline operations.                            | 7. Video Tutorials and Demos                      |                               |   | 92.                                     | Limited-Feature Demo:                   | Access to a subset of features that showcase product value.        |
| 27.                                 | Risk Assessment Templates:         | Identifying and mitigating potential risks.                | 61.   | How-To Series:                | Step-by-step guides on common industry tasks or problems.                               | 93.                                     | Product Simulation:                     | Interactive simulation of using a product in various scenarios.    |
| 28.                                 | Content Creation Checklists:       | Ensuring quality and consistency in content.               | 62.   | Product Demonstrations:       | Showcasing the features and benefits of a product.                                      | 94.                                     | Service Walkthrough:                    | Guided tour of a service offering with expert commentary.          |
| 29.                                 | Customer Onboarding Templates:     | Streamlining the new customer experience.                  | 63.   | Behind-the-Scenes Tours:      | Giving a look into the making of a product or service.                                  | 95.                                     | Custom Demo Based on User Needs:        | Personalized demonstrations based on user input.                   |
| 30.                                 | Compliance Checklists:             | For staying on top of industry regulations.                | 64.   | User Guide Videos:            | Detailed instructions on using a product or service effectively.                        | 96.                                     | Software Beta Testing:                  | Early access to software for testing and feedback.                 |
| 4. Case Studies and Success Stories |                                    |  | 65.   | Expert Interviews:            | Insights from industry experts on relevant topics.                                      | 97.                                     | Virtual Reality Experience:             | Immersive VR demos for products or services.                       |
| 31.                                 | Transformation Stories:            | Before and after narratives of solving a problem.          | 66.   | Customer Testimonial Videos:  | Stories from satisfied customers.   | 98.                                     | Interactive Webinar Demo:               | Live demonstration with the ability to ask questions in real-time. |
| 32.                                 | Innovation in Action:              | How new ideas were implemented and their impact.           |   |                               |   |   |   |  |
| 33.                                 | Overcoming Challenges:             | Stories of resilience and problem-solving.                 |   |                               |   |   |   |  |
| 34.                                 | Growth Strategies:                 | Tactics companies used to achieve growth.                  |   |                               |   |   |   |  |

Dave’s Innovative AI-Powered Tool Ideas for leaders in different departments

Click to skip directly to a section relevant to you:

|  |    |
|--|----|
| For Chief Executive Officers (CEOs).....                 | 1  |
| For Executives with a Focus in Human Resources:.....     | 2  |
| For People in Financial Roles, Especially CFOs:.....     | 3  |
| For People In Sales Roles.....                           | 5  |
| For Marketing Leaders.....                               | 6  |
| For Operations Leaders.....                              | 7  |
| For Customer Service Leaders.....                        | 8  |
| For IT Leaders.....                                      | 8  |
| For Product Development Leaders.....                     | 9  |
| For Quality Assurance (QA) Leaders.....                  | 10 |
| For Environmental, Health, and Safety (EHS) Leaders..... | 10 |
| For Procurement Leaders.....                             | 11 |
| For E-commerce Leaders.....                              | 11 |
| For B2B Lead Generation Specialists.....                 | 12 |
| For B2C Lead Generation Teams.....                       | 13 |
| For Physical Retail Location Managers.....               | 13 |
| For Manufacturing and Production Leaders.....            | 14 |
| For Wholesale and Retail Trade Executives.....           | 15 |
| For Construction and Engineering Professionals.....      | 15 |
| For Food Services Management.....                        | 16 |
| For General Management and Operations.....               | 17 |

For Chief Executive Officers (CEOs)

1. **Strategic Decision Support Chatbot:** Implement an AI assistant that provides CEOs with data-driven insights and recommendations for strategic decisions.