

Your First Free Report Template

Title (same as your signature talk):

INTRO (optional — 2-4 sentences):

Why this matters for the reader.

DATA POINT 3 (Start with #3 to build upward momentum)

WHAT is this problem really about?

WHY does ignoring this cost them?

HOW can they start applying this today?

DATA POINT 2

WHAT is this problem really about?

WHY does this matter?

HOW can they start applying this today?

DATA POINT 1 — The one that positions your offer

WHAT is this really about?

WHY does this matter deeply?

HOW can they begin right now?

CALL TO ACTION (gentle + results-based)

Example copy:

If you'd like help applying this — or if you want to know how this fits your situation — book a free 25-minute _____ Session here:

(Email / calendar link / mobile number)

- ✓ Keep it on one page (or up to 3 pages max)
- ✓ Neutral tone
- ✓ High relevance
- ✓ Low risk invitation

You're good to go.