



<p>Legacy [ˈlegəseɪ] NOUN</p> <hr style="width: 50%; margin: 10px auto;"/>		<p>an amount of money or property left to someone in a will; a thing handed down by a predecessor.</p>
<p>Brand NOUN</p> <hr style="width: 50%; margin: 10px auto;"/>		<p>a particular identity or image regarded as an asset; a torch; a sword</p>
<p>Leader [ˈliːdə] NOUN</p> <hr style="width: 50%; margin: 10px auto;"/>		<p>the person who leads or commands a group, organization, or country</p>

## CREATING RESOURCES FOR NEXT-LEVEL ENGAGEMENTS (NLE's) : Level 2

### CONVERTING A PROSPECT TO A LEAD

*A next level engagement is the opportunity that exists at a higher level of connection. A higher level of connection becomes more personal over time.*

In order to engage with others in your higher levels of connection, you must know exactly what you are giving to them in that engagement.

#### **BRAINSTORM A RESOURCE THAT CAN SUPPORT PROSPECTS WHILE QUALIFYING / DISQUALIFYING THEM TO WORK WITH YOU:**

1. *What can I teach the prospect to help them learn more about the kind of services I offer?*

---



---



---



---

2. *What can I include in the resource for them to immediately implement what we learned in the call before they work with me?*

---

---

---

3. *What do I need the prospect to know about themselves / their business that will justify working with me?*

---

---

---

4. *What do I need the prospect to know about myself / my business that will justify working with me?*

---

---

---

5. *What type of resource can teach this?*

---

---

---

6. *What ways can I deliver this resource to teach this?*

---

---

---

**Keep this spreadsheet on hand while you're working on sales activities in your Buyer's Journey spreadsheet.**

[Share your questions, wins and challenges about this worksheet! Email caitlin@storyspeak.net with the subject line "NLE 2".](mailto:caitlin@storyspeak.net)