

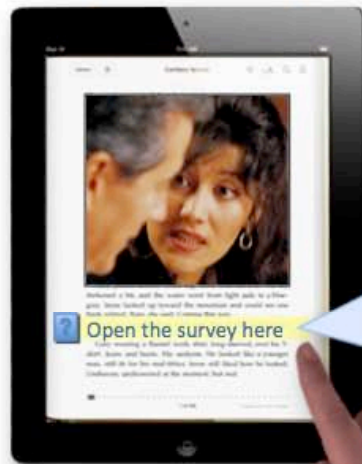
Authors, Speakers, & Experts:

Invite your audiences to engage in lifelong learning with you!

(See more at LearnShareProsper.com/authors.html)

Start by creating a self-assessment that can really grab your audience's attention...

...Your self-assessment should offer insight into a hot business or personal improvement topic!



Embed a link to the assessment in your Web page, blog, e-book, or Facebook page.

Survey:

- "1. If you found yourself in this situation, what would you do?"
- Collaborate
 - Compete
 - Avoid contact..."

Results & Advice:

"Your survey profile shows that you can increase confidence by taking more risks. You can learn more from these sources:

- **Offer A** (add to cart)
- **Offer B** (add to cart)
- **Offer C** (add to cart)"

What happens next?

Over time, you can create and offer more and more resources to help your prospects...

...then, they see the results and a description of the related resources you offer.

Your prospects take the self-assessment...



...and in so doing, build a "lifelong learning curriculum" for your audiences to consume!

Authors, Speakers, & Experts: How *you* can invite your audiences to engage with you (*continued*)...

Break Free of the Mainstream Marketing Mold!

In this incredibly distracting world of round-the-clock instant status updating, are you wondering how you can ever **recapture your prospects' attention**?

Video messaging bombards us from all sides. Social media Web sites are busy "training" us to respond to ever-evolving inducements to boost online rankings, visibility, and popularity. We're urged to post more of this, blog more of that, and tweak everything else.

That means **everyone** winds up doing pretty much the **same** things. We see masses of people all using trendy techniques and cookie-cutter tactics, without ever stopping to consider what will make them stand out on Twitter, LinkedIn, Facebook, or elsewhere!

How can you regain your essential engagement with *your* prospects, customers, and clients? Is there any way to break through *their* relentless distractions and entice them to focus again on what you have to offer?

To answer that question, you'll want to consider how...

You Can Use Self-Assessments to Help Your Prospects Focus on *Themselves*...

Who among us isn't deeply curious about something that caters to her own self interests? That's why it's so **attention-grabbing** to invite a prospect to learn more about herself. Whatever causes a person to reflect on her own situation has an intrinsic advantage over the many bright, shiny objects that don't.

A **self-assessment questionnaire** is an ideal tool for that purpose, especially for *self-improvement* topics. Your self-assessment can offer **instant insight** into **burning issues** — even if a prospect isn't aware of having those issues before encountering your poll!

In its simplest form, it's easy enough to create. Once it's complete, you can link it to any relevant section of your Facebook page, blog, Web site, or e-book...

...and the Assessment Results Open the Door to the "Next Steps" Your Prospects Can Take!

For example, your prospect's results could include **advice** and **links** to one or more **related resources**, such as tips, articles, publications, teleseminars, or tutorials. Your primary goal is to help your prospect advance to the **next level** compared to where he is today, based on his survey responses.

Here are just two of many ways to do this...

Assessment idea #1: You create your own online questionnaire using a free or low-cost survey tool.

Benefits: It's a very inexpensive way to produce a thought-provoking poll and link it to an e-publication, blog, or Web page.

Caveats: Free survey tools aren't able to calculate and display scores to individual survey-takers, or present any kind of instant, customized feedback. So, the ability to *personalize* the survey itself does not apply. But you could provide some simple self-scoring instructions that tell your prospects which "next steps" to take based, on their survey answers.

Assessment idea #2: You design (or have another party design or develop for you) a unique, interactive questionnaire using an advanced, multimedia-based quiz engine. ([See an example here.](#))

Benefits: The possibilities are endless for producing an imaginative and highly engaging experience that has the potential to "**go viral.**" This approach would support a range of unique feedback options, as well as tailored results and recommendations. The custom advice generated can easily link to your other offers.

Caveats: You'll want to request an estimate and allocate a budget for this approach, based on its potential benefits to your marketing campaigns.

Over time, you can create and offer more and more training resources for your prospects...

You can systematically build out your collection of training and marketing "next steps" to deepen your relationship with your audience. **For example...**

In addition to assessments, **your resource library** could ultimately include e-books, workbooks, audio programs, video recordings, training courses, mobile applications, games, and more. You might consider this approach a pain-free way to develop a **lifelong learning program** for your audiences to consume!

You can create these yourself, or we can help you do it conveniently, as your schedule and budget allow.

As you build out your offerings, you could also host them on your own online learning platform!

Eventually, you'll reach a point where you'll want to offer centralized, online access to your curriculum.

It might occur after you have created a single, more comprehensive program, or after compiling several smaller offerings. But when you do reach this point, the ideal environment would be a virtual venue that is privately branded with **your** professional identity.

So, how can we help you with *your* big picture?

- We create customized assessments at all levels of sophistication and imagination.
- We're skilled at producing award-winning training programs and marketing resources of all types.
- We also offer an [online-learning platform](#) that is flexible, customizable, affordable, and will fully support your lifelong learning approach.

Visit us at LearnShareProsper.com/authors.html!