

# ASSET IDENTIFICATION WORKSHEET

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You probably already have assets that can help you as you build your offer, plan your launch, and gather more assets. Use this worksheet to help you identify the assets you already have that you can leverage and think about how you can start building those assets even further. *(The entire asset identification exercise is all about figuring out how you can help people get what they want.)*

## LISTS (EMAIL, SOCIAL MEDIA, PHONE NUMBERS, BUSINESS CARDS)

- Prospect Lists*
- Client Lists*
- Offline Lists*
- Old lists you've forgotten about*
- Business cards*
- Social media following*

***What kind of lists do you have?***

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**OFFLINE OR ONLINE PRESENCE (POSITIONING)**

- Online forums*
- Chamber of Commerce, Rotary, other groups*
- Blog or Website*
- Contributor to offline or online platforms*

**What type of offline or online positioning do you have?**

*(Do you have some kind of positioning where people see you as an expert or an authority or someone who has built value?)*

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**CURRENT OR OLD PRODUCTS**

- Completed programs/products*
- Programs or products that you've started*
- Videos, recordings, white papers, pdf documents, articles, emails, etc.*

**What current or old (or half completed) products do you have?**

*(This doesn't have to be something that you're going to sell. It could be something you could leverage and turn into Prelaunch Content or Bonus content.)*

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**CONTENT RELATIONSHIPS**

- Experts you could interview or shoot a video with*
- Bloggers who are already publishing content who might let you republish some of their stuff?*

***Who do you know who has created or who can create content that you can leverage?***

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**TESTIMONIALS OR CASE STUDIES**

- For you, your product, or your service*
- Program survey comments*
- Results you could write about*

***What kind of testimonials and case studies do you have or can you get?***

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## JOINT VENTURE OR AFFILIATE RELATIONSHIPS

- People that have the same prospect base/audience*
- Relationships with key players or persons of influence in your niche*
- Potential partners you've helped out in some way*

**Who do you know that you could potentially approach for a JV/Affiliate relationship?**

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## QUICKSTART FOR YOUR ASSET BUILDING:

If you haven't built up all these assets over time, then do the second best thing – start building today.

- Start publishing on social media*
- Start building a presence in forums in your niche*
- Identify top blogs, start making intelligent comments*
- Identify ten experts in your market. Rank them in order of power and in order of how they resonate with you. (Don't go to the number one first. Approach number 10 and ask for an interview.) Work your way through your list from the bottom up. Record your interviews and get them transcribed.*
- Start building your list. For that you need an opt-in page (squeeze page) and an opt-in offer (something to give away in exchange for an email address).*