



How To

Generate meaningful connections that will open the door to conversations & referrals without feeling salesy.

Educational marketing strategies are the pathway to meeting people simply by sharing your expertise.

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3 benefits to creating an educational marketing strategy.

- 1 It helps to build trust and establishes you as the "go to" person in your industry.
- 2 It gives people a chance to know you and how your business might be useful for them without the "saley" feeling.
- 3 It costs less to produce and will be used multiple times.

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Hi! I'm Susan Gatti

I help small business owners to scale their business and elevate their teams with training programs that generate results.



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Bonus: How To Select Your Topic

Super simple, goof proof process in 3-steps

Step 1.

#1

Put together a list of 3-5 ideal clients who you've worked with in the past.

Step 2.

#2

Ask each person these 2 questions:

1. What was the simplest thing that I shared with you that had an immediate and lasting impact on you?
2. What was the change it created or the relief it gave you?

Step 3.

#3

Based on the results, write the topic in this framework.

When I (said or did) _____

It released or solved (this trigger) _____

And because of that, they were able to (take this action)

_____.



Hot Tip: Use the clients exact words in the blanks; not your version of them.

Is an educational
strategy right for you?

Let's connect and get to know each other
to see if this is a good fit for your business
needs.

To Arrange a Time

