

# 10 Lead Generation PDFs Ideas You Can Create?



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## Capture an Interview with industry experts.

Who are five people that you can interview who will provide exponential value to your audience?

## Checklist to help your customer realize they're missing out on opportunities

What checklists can you create to help them?

## Step-by-step process form

What are five areas that you can help your customer gather all their ideas before action is taking place?

## Educational Seminar

What educational topics that you can host that will build trust with your customers?

## Free sample

What is something that you can give away to help build trust with potential prospects while introducing them to the quality of product and service that you have?

## Webinars

What are some long-form topics that you can cover in a 30 to 60 Minute webinar?

## Keynote presentation for a lead generation event

What 3 topics will you cover in a webinar?

## Curiosity entices the cat

What are your potential customers curious about as it relates to your product or service?

How could you turn that Curiosity into a lead generator?

## Pitfalls on the horizon

What are 7 pitfalls that you will warn your customers?

## What's behind the curtain

What would be a good reason to invite people into your business to hear your pitch?

What type of events where you host might bring potential clients together?