

What Can You Give?

Chapter 5: Business

It's important to give awesome, free, educational content to your audience at a higher ratio than you ask them to buy something. At Precision Nutrition, our Giving vs. Asking ratio across our entire website, and all our programs, is about ten to one. Most of our “gifts” are free articles, courses, and videos. Yours don't have to be. For example:

- If you're a good writer, write a free article, booklet, or useful handout.
- If you have a knack for design, create infographics or workout journals.
- If you love to cook or bake, whip up some free protein bars or green drinks.
- If you're a performer, make free educational or instructional videos.

What kinds of things could you give to readers, clients, and prospects to increase your exposure, build trust with them, and increase the chance they'll buy from you in the future?

These activities and worksheets are taken from the book **Change Maker**: Turn your passion for health and fitness into a powerful purpose and a wildly successful career by John Berardi, PhD.

Check it out at: www.changemakeracademy.com/book