



## Lead Bait Planning Guide

Product/Service: \_\_\_\_\_

Target Market: \_\_\_\_\_

Needs/Desires: \_\_\_\_\_

Topic: \_\_\_\_\_

Promise/Solution: \_\_\_\_\_

Format (see idea generator): \_\_\_\_\_

Delivery option (see idea generator): \_\_\_\_\_

Product/Service: \_\_\_\_\_

Target Market: \_\_\_\_\_

Needs/Desires: \_\_\_\_\_

Topic: \_\_\_\_\_

Promise/Solution: \_\_\_\_\_

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