



Ideas for Content Upgrades

1. PDF of the blog post
2. Audio recording of the blog post – Tara Gentile is doing this to good effect
3. Cheat sheet
4. Checklist
5. List of resources
6. Transcripts
7. Video explainer
8. Quick start guide
9. Full (Ultimate??) guide
10. Report or white paper
11. Printable
12. Challenge
13. Worksheets or assignments
14. Interview (exclusive)
15. Case study
16. Content Blocker (additional information in the download)
17. Ebook
18. Templates
19. Scripts
20. Formulas
21. Free Trial
22. Coupon
23. Teaser (first chapter, first module, etc.)
24. Free ecourse
25. Email series
26. Infographic
27. Slide deck
28. Swipe files
29. Spreadsheets
30. Toolkit
31. Graphics (iPhone wallpaper, desktop wallpaper, etc.)
32. Writing/journaling prompts