

Content Twister

HOT BUTTON	Leadership	Social Media	Team	Marketing	Performance/ Mindset
	Not everyone on the same page	No system	Not retaining	Not enough leads	Overwhelmed
	Not enough traction	Don't know where to start	Not on the same page	Roller coaster	Set backs
	Resistance	Not working	Under performance	Stagnant	No plan/ direction
	Doing it yourself	Content but no engagement	Not helping with marketing	Too manual + energy zapping	Thinking like a practitioner
	Not enough time	Hard work + no leads		Stop/start	Stagnant, too much effort and no reward

Performance

CTA	Ask Tristan	FB Live	Email (text)	FB Post/Blog
Comment This				
Share				
Triage				
Text This				
Reply				
Top 5 biggest insight				
Type this				