4C

HOW TO TURN YOUR IDEAS INTO GREAT GUIDES

SWIPE LEFT →

HOW-TO GUIDE

ON CREATING HOW-TO GUIDES

1

WRITE IT OUT

2

CHOOSE A DESIGN

3

ADD INFO

4

CHANGE COLORS

5

REFINE

6

DARE TO BE CREATIVE!

#1
WRITE EVERYTHING OUT

Write down and describe your ideas as much as you can. The more fleshed out it is, the easier it will be.

PRO TIP

UTILIZE LOTS OF BULLET POINTS

Events & Workshops

Events
- Hosts exclusive events
- Online or in-person
- Invites 50-100 agents for networking.
- Features guest speakers providing strategies for top

Monthly Dinners for Top Producers
- Exclusive gathering to exchange top strategies.
- Fosters community and idea-sharing.

Networking Mastermind Groups
- Facilitated peer-to-peer networking groups.
- Bi-monthly virtual meetings.
- Exchange of ideas, strategies, and experiences.

Coaching, Career Planning

Onsite Team Coaching
- Personalized one-on-one coaching sessions.
- Weekly guidance to sharpen skills.
- Tailored to individual and team growth.

Career Advancement Workshops
- Workshops on career planning and advancement.
- Strategies for long-term career growth.
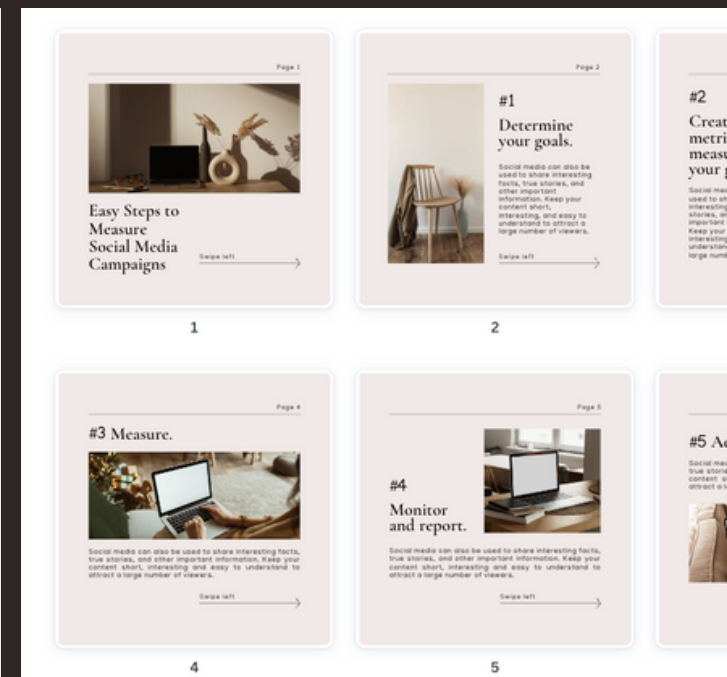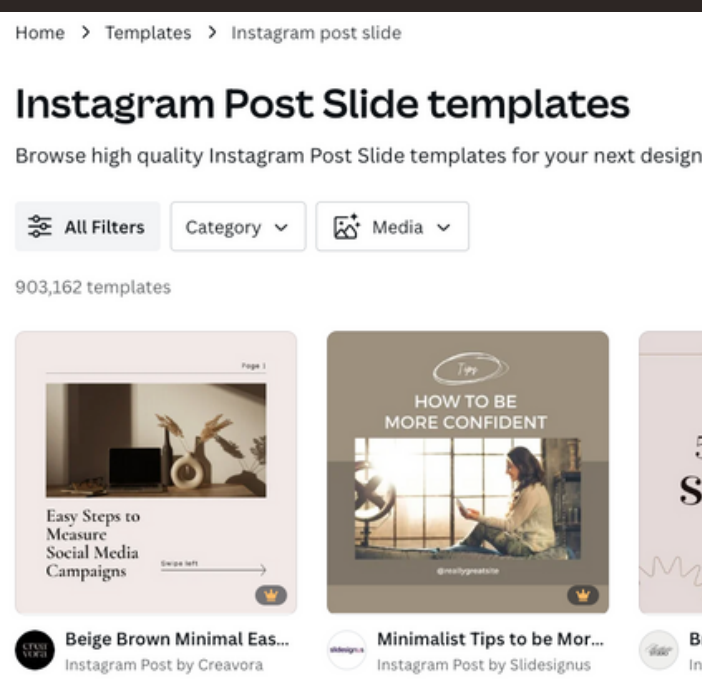- Personal branding and market positioning.

Leadership Mastery Series
- Regular webinars focusing on leadership skills.
- In-depth discussions with industry leaders.
- Develops team members into team leaders.

- Great Main Idea
  - Supporting Bullet
  - Supporting Bullet
  - Practical How-To
- Second Idea
  - Supporting Bullet
  - Supporting Bullet
  - Practical How-To
- Third Idea
  - Supporting Bullet

#3 FIND A TEMPLATE

Find a template with a layout that works with the flow of your idea. Don't focus on the aesthetics, fonts and colors - those can all easily be edited later!
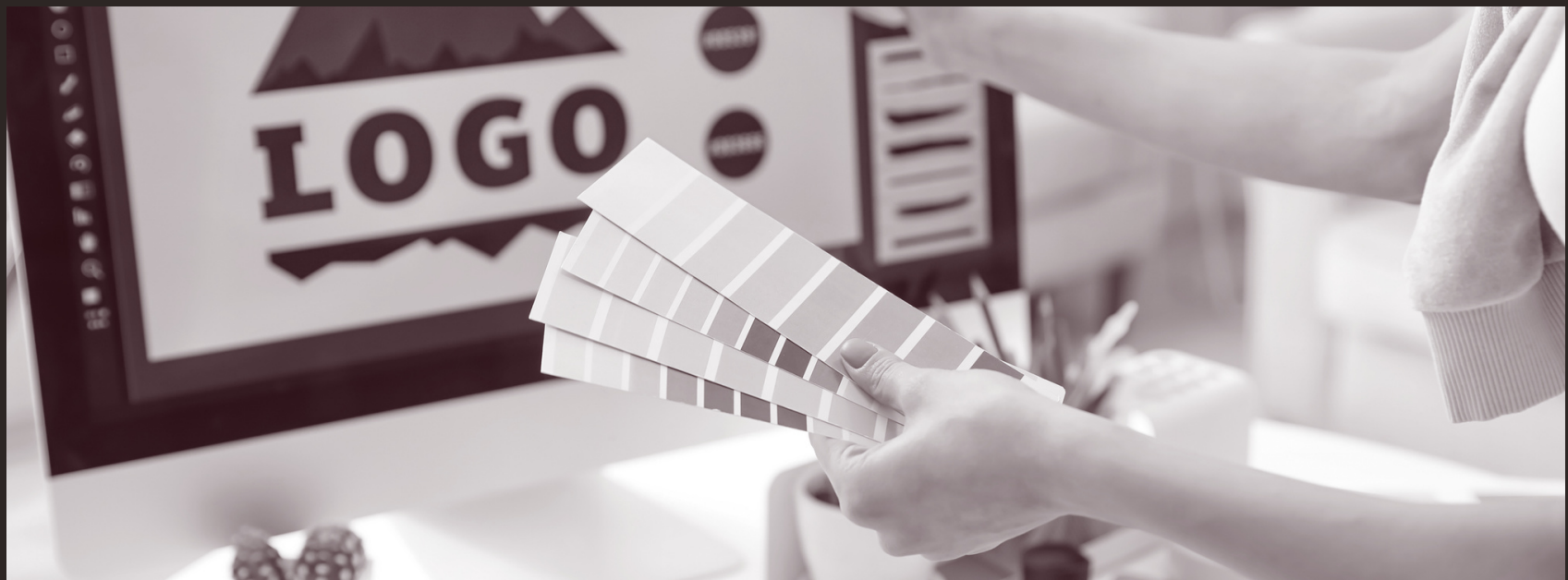
SWIPE LEFT

#4
ADD YOUR INFO

Add all of the info that you wrote out. This is where adding bullet points really comes in handy!
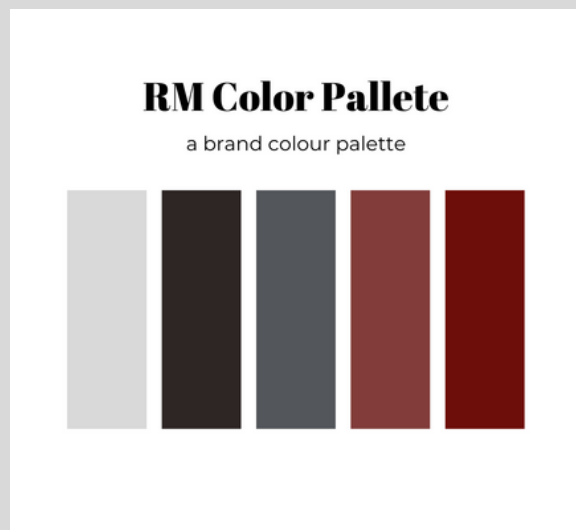
#5   ADJUST AND REPEAT.

Now start changing up pictures, colors, fonts, etc! Play around with the design and make it look like you!

PRO TIP

RM Color Pallete
a brand colour palette

4C Color Pallete
a brand colour palette

Add a picture of your color pallet to quickly change the colors on each page!

*After adding the picture click on it and then click on the three dots and go to "apply Colors to Page

Was This Helpful?

Be sure to save this post so you can come back to it later!

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