

ELI MARKETING TOOLKIT

Introduction to the ELI: Read Me

Hi coach!

We created an editable Canva template of the *Introduction to the ELI* so you can customize certain sections.

Editable template:

[Click here](#)

Our recommendation:

Customize the bullet points below in the Canva template by adding benefits specific to your niche and your clients' desires/goals:

- *Be a more effective and inspiring leader within your organization*
- *Experience transformations in your relationships, confidence level, and leadership skills*
- *Create collaborative (and fun!) work and family environments*
- *Live your most aligned and authentic life*

Update this sentence in the Canva template based on your specific CTA to "learn more" or "buy now", etc:

Reach out to your coach to learn more and take the ELI assessment!