

# CUSTOMER VALUE OPTIMIZATION

DETERMINE YOUR PRODUCT MARKET FIT

CHOOSE A TRAFFIC SOURCE



OFFER A LEAD MAGNET

YES



OFFER A TRIPWIRE

YES

NO

FOLLOW-UP SERIES

YES

NO



OFFER A CORE PRODUCT

YES

NO

FOLLOW-UP SERIES

YES

NO



OFFER A PROFIT MAXIMIZER

YES

NO

FOLLOW-UP SERIES

YES

NO

CREATE A RETURN PATH

