

CUSTOMER VALUE OPTIMIZATION

DETERMINE YOUR
PRODUCT MARKET/FIT

CHOOSE A TRAFFIC SOURCE



Facebook
Ads



Twitter
Ads



LinkedIn
Ads



YouTube
Ads



Email
Marketing



SEO



Blogging



Social Media



Adwords

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 THE RETURN PATH

E-mail
Marketing

Blogging

Retargeting

Social
Media

Custom
Audiences