

# THE OFFER EXPERIMENT

Crafting Your Hook & Channel

A	B			C	D RETURN INVESTMENT	E
	INVESTMENT			RETURN		
CHANNELS	time	money	total	customers		ROI

**F** PROBLEM CENTRIC MESSAGING (HOOK):

**G** CALL TO ACTION (CTA):

1.

**H** HOOK A:

CHANNEL:

PCM:

CTA:

**I** HOOK B:

CHANNEL:

PCM:

CTA: