

CRAFTING YOUR OFFER EXPERIMENT

Creating Your Minimum Viable Offer

A

THE METHOD I WILL BE USING IS:

METHOD 1: THE FALSE DOOR OFFER
 METHOD 2: THE LANDING PAGE **CHOICE IS LANDING PAGE**
 METHOD 3: EXPLAINER VIDEO
 METHOD 4: THE SUBSET
 METHOD 5: THE PAPER PROTOTYPE

B

TOOLS:

1. Book Event Button _____
2. List of Options (movies, dinner, night life, shows) _____
3. Yes or No option _____
4. Picture of the Event _____

C

MVO: