

# 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