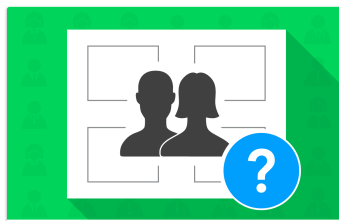


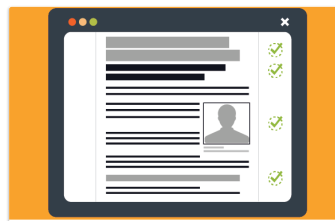
lab | Launch a New Product or Service Track

Follow the arrows to complete each step of your path. Print, save, or bookmark this page to access your path whenever you're ready to move on to the next item. This path has been personally curated to provide a mix of learning and implementing to ensure that you're growing your business each step of the way.



The Customer Avatar:
Discover Your Ideal Customer

Start Learning



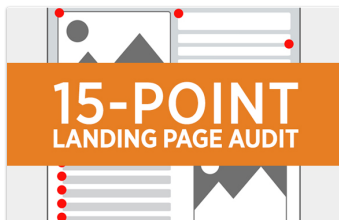
20-Point Offer Optimization
Checklist

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How to Build & Optimize the
Perfect Product Page

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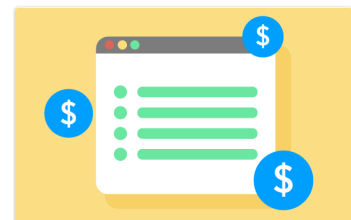
15-Point Landing Page Audit

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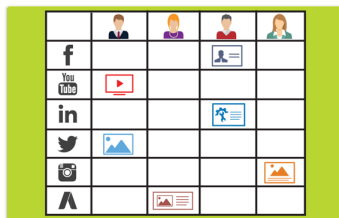
How to Build and Write Your
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How to Write Sales-Boosting
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The Ad Grid

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Supplemental Resources:

- **Execution Plan** | Market Research Blueprint
- **Execution Plan** | 21 Day Launch Plan
- **Course** | Email Marketing Mastery
- **Course** | Copywriting Mastery
- **Workshop** | Let's Build a Predictable Selling System