DETERMINE YOUR PRODUCT MARKET/FIT

CHOOSE A TRAFFIC SOURCE

OFFER A LEAD MAGNET

YES!

OFFER A TRIPWIRE

YES! NO

OFFER A CORE PRODUCT

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