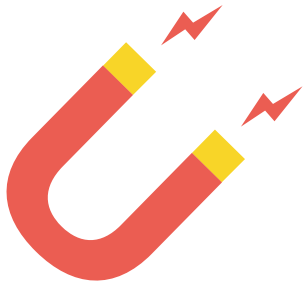# CONVERSION DESIGN PROCESS

LEAD MAGNET

SELF LIQUIDATING OFFER

CORE OFFER

PROFIT MAXIMIZER

CREATE YOUR CONVERSION PROCESS

EG. FREE E-BOOK	EG. CHEAP E-BOOK (SHOULD BE 1/4 COST OF CORE OFFER)	EG. FULL PROGRAM/MEMBERSHIP (SHOULD BE 4X COST OF S.L.O)	EG. EXCLUSIVE PRODUCT BUNDLE + EXTRAS (SHOULD BE 4X COST OF CORE OFFER)