



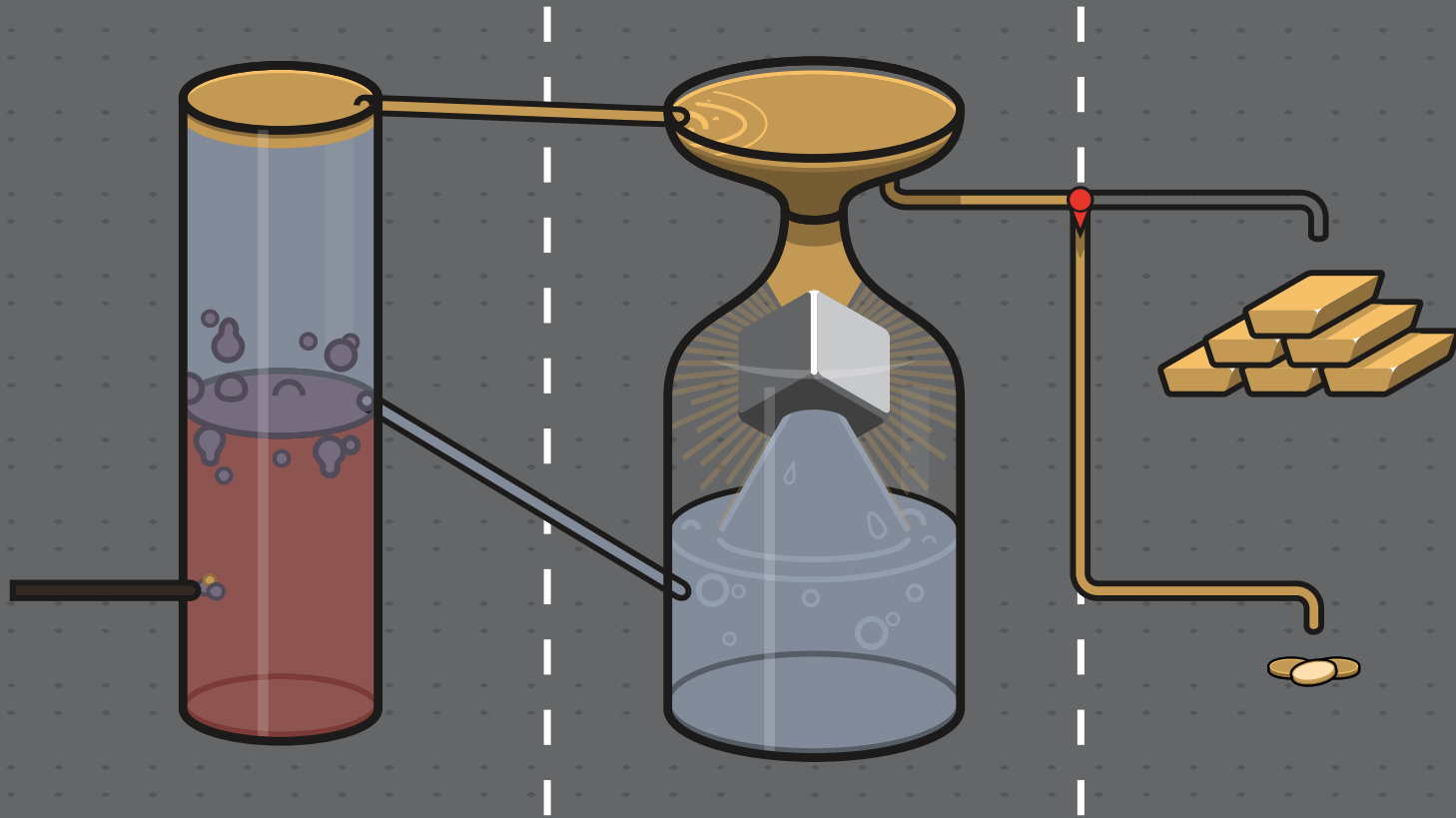
THE CONVERSION ENGINE

The Problem



The Possibility





The Lead Refinery™

OBJECTIVE	COMPONENTS	NOTES
<ul style="list-style-type: none">• Create a flow of high-quality leads• Educate new leads on your methods.• Present your unique offer• Sort leads into Now vs Future buyers	<ul style="list-style-type: none">• The High-Quality Leads Machine• The Imprinting Sequence• The Sales Argument Presentation• New Lead Conversation Starters• <i>New Lead Offers*</i>	

The Trust Reactor™

OBJECTIVE	COMPONENTS	NOTES
<ul style="list-style-type: none">• The destination/container for leads designated as Future Buyers.• Systematically build trust with these existing leads, in the short-term and long-term.• Maximize your conversions.	<ul style="list-style-type: none">• Design Your Nurturing Ecosystem• Email Marketing Masterclass• Case Studies That Win• The Proof Compiler• <i>Warm Audience Retargeting*</i>	

The Converter™

OBJECTIVE	COMPONENTS	NOTES
<ul style="list-style-type: none">• Activate the audience in your Trust Reactor into an action, conversation, or sale.	<ul style="list-style-type: none">• The Enrollment Cycle• The Conversational Enrollment / Invite• The Monthly Workshop• <i>The Internal Lead Magnet*</i>• The Direct To Sales Page Deadline	

The QA & Sorting Center™

OBJECTIVE	COMPONENTS	NOTES
<ul style="list-style-type: none">• Qualify your conversations.• Find the golden prospects.• Sort them into the right solution / product.	<p>PHONE:</p> <ul style="list-style-type: none">• The QA & Gameplan Call• The Call Funnel• The Call Magnet <p>CHAT:</p> <ul style="list-style-type: none">• Convert with Convos• The Offer Doc• <i>The Chat Funnel*</i>• <i>The Chat Magnet*</i>	

Offer Engineering™

OBJECTIVE	COMPONENTS	NOTES
<ul style="list-style-type: none">• Engineer compelling offers and messaging.• Attract and accelerate people into your world.• Create programs that are easy to deliver.	<p>MESSAGING:</p> <ul style="list-style-type: none">• The Sales Argument• Lighthouse Messaging - Beliefs• Proof Portfolio <p>PRODUCT:</p> <ul style="list-style-type: none">• The Open Every Day On-Ramp• Design Your Group Program• Create Masterful Trainings <p>PROMISE & PROPOSITION:</p> <ul style="list-style-type: none">• The Offer Model Method• Value Amplifier <p>SEQUENCING:</p> <ul style="list-style-type: none">• The Call Funnel• <i>The Chat Funnel*</i>• The Internal Lead Magnet	

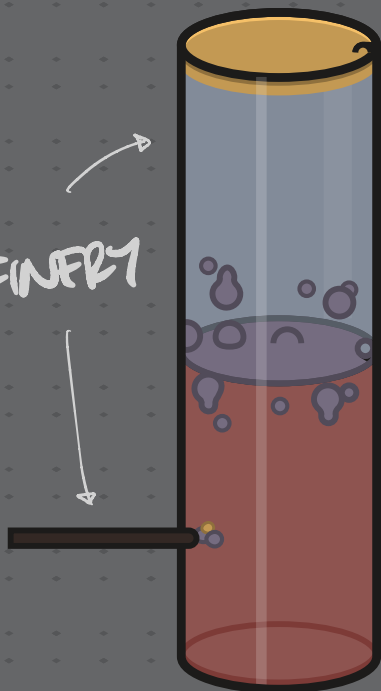


FLOW

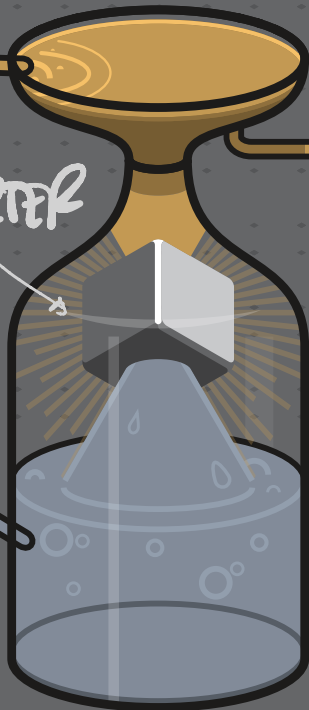
CONVERSATION

PRODUCT

① THE LEAD REFINERY



③ THE CONVERTER



④ THE QA + SORTING CENTER



BIG EXPENSIVE THING



SMALL THING.

② THE TRUST REACTOR

⑤ OFFER ENGINEERING

Notes

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