

CONTINUOUS INNOVATION FRAMEWORK

Playbooks:	Foundations	Ideation	Bootstart	10x Launch	10x Growth	10x Scale
Market Research:	Customer Force Interviews	Customer Forces Canvas	SearchListening - AnswerThePublic - SwissArmyKnife - CFI Questions	PPL New Customer		
Vision: 3 Years	Lean Canvas	Traction Model	Customer Factory Blueprint	High Level Plan		
Strategy: 3 Months	90-Day Plan	Identify Riskiest Assumptions				
Lean Sprints: 3 Weeks	Validation Plan	Experiment Report				
Ongoing Metrics:	Customer Factory Blueprint					

MARKET VALIDATED OFFER TESTING (LEGOs)

Problem Discovery	Deeper Dive: - Winter is Coming - 2X Script - Skin in the Game	Lead Magnet Headlines	Images	Transformation Stories	Mouseflow	Traffic Ads
	LP Variants	Audience Matrix	Mobile Optimization	CTA Optimization	Increase CR	Agility Testing
Engagement Testing	Free Value Testing	Offer Testing				
LP Models:	Flip the Script					
Flow of Testing:	LEGO Testing for DTs	CTP Model Fully Automated				

FLIP THE SCRIPT

3-Minute Rule	Status Tip-Off	Flash Roll	Prewired Ideas: - Winter is Coming - 2X Script - Skin in the Game	Plain Vanilla - One Key Difference	Buyers Formula	Expert - Character - Values = Compelling
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MARKETING ASSETS

Audiences

Ads

LPs / TYPs

DTs

Videos

Emails

Websites

SKILL-SETS

Data Driven Strategy

Copy

Media Buying

Systems - Automation

Analytics

LEADSHOOK - DECISION TREES

Audience Segmenting

Micro-Audiences

Engagement

Real-Time Marketing Assets

Data Collection:
- Problems
- Reason Why
- Success Attributes
- Intentions
- Ability to Pay

Customer
Journey Warm-
Up Messaging

CUSTOMER JOURNEY ORCHESTRATION

Databox

LeadsHook

APIs to all other systems

KEY SYSTEMS

Madgicx

WP+Thrive

LeadsHook

Drip

MouseFlow

Databox