

OFFER OPTIMIZATION

HOW TO OPTIMIZE WHEN YOU CAN'T CHANGE THE OFFER!

This discussion and worksheet will help you understand how to optimize an offer when you can't change it

Use the worksheet to plan your launch of least resistance

OFFER OPTIMIZATION W/A TWIST

What are the mistakes most strategists make when optimizing an offer?

What are the 3 levers to pull when optimizing an offer that cannot be changed?

Which strategy will you use when optimizing an offer that cannot be changed?

What are additional factors to keep in mind when optimizing an offer?