

# THE CONVERSION MATRIX

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## OUR MISSION

IDENTIFY YOUR EXPERTISE. **SCALE YOUR BUSINESS.**

# THE 'ASK' AUDIT

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	GIVE VALUE?	BUILD TRUST?	CREATE CLARITY?	PROVES RESULTS
OPT IN	I can teach them how to...	I can share a story about how...	I can explain tha the real problem is...	I can show how someone went from [a] to [b].
	I can show why [blank] isn't working.	I can show them proof that...	I can simplify how [blank] actually works.	I can demo how [a] leads to [b].
	I can walk them through [blank] step-by-step.	I can explain how I think about...	I can break down the difference between [a] and [b].	I can highlight a common result like...

ASK

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