



## ENGAGE

**RETAIN:** COURSES | SUBSCRIPTIONS  
High value with ongoing commitment.

## FULFILL

**OPPORTUNITY:** LIFE-CHANGING  
High value with DIFY commitment.

## CAPTIVATE

**QUICK-FIX:** BOOKS | EVENTS  
High value with DIY commitment.

## DELIGHT

**SOLUTION:** MAIN PRODUCT  
High value with DIWY commitment.

## ATTRACT

**GIFTS:** PODCASTS | BLOGS | VIDEOS  
Moderate value with no commitment.

## BEWITCH

**DATA CAPTURE:** HOW TO'S | QUIZZES | COMPETITIONS  
Moderate value with low commitment.

