

# CONVERSION MACHINE

## MODULE 4

Execution

**VIDEO 1** Transcript  
Customer Theory

# Customer Theory

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Hey everyone and welcome.

In this video you'll take all your customer insights and create an iteration of your customer theory documents.

As you remember, your customer theory is made up of three key documents:

- Brand positioning statement
- Value Proposition
- Customer persona

Let's learn what data sources will help to iterate on your documents.