

CONVERSION MACHINE

MODULE 4

Execution

VIDEO 2 Transcript
Visitor Vocab List

Visitor Vocab List

In this lesson you'll take all your customer insights and create an iteration of your visitor vocab list.

you remember VVL is part of your customer theory and customer persona.

Fill in the VVL section in your customer persona based on the data you collected, especially qualitative data sources like:

- live chat word cloud
- customer survey word cloud
- website and exit intent polls word cloud
- welcome email word cloud
- customer development interviews word cloud

Learn more about the technique here:

<http://acquireconvert.com/customer-development-process/>