

# Growth assignment

Print off and complete the exercise below to increase the conversion rate of your website. Because of its importance, I recommend you employ the services of a designer to implement a professional look to your site if need-be.

<b>I must take this action</b>	<b>to make the influencer</b>
	<b>Aesthetically pleasing</b>
	<b>Deliver emotion</b>
	<b>Punctual</b>



I must take this action	to make the influencer
	<b>Generate a great</b>
	<b>atmosphere</b>
	<b>Professional</b>
	<b>Convey bragging</b>
	<b>rights</b>
	<b>Prestige</b>
	<b>Status</b>



I must take this action	to make the influencer
	<b>Convey credible</b>
	<b>backup</b>
	<b>Convey value</b>
	<b>for money</b>
	<b>Offer great taste</b>