

# CURRENCY CALCULATOR

Worksheets, updates  
and comments  
available online:



This chapter will introduce you to the Currency Calculator.

## Problems it Solves

The Currency Calculator takes the Path to Victory spreadsheet in the Offer Testing workbook, to the next level helping you:

### 1. See if your market is big enough for your Victory

Now that you have data on your Offer Conversion Rate, you need to estimate your Currency Conversion Rate.

### 2. Estimate the size of your market

You are going to get a better, more accurate measure of the size of your market to see if this customer segment is large enough to meet your needs.

You are going to use two different components to build out your Currency Calculator.

The first is the Currency Ladder that you just finished: the list of the different steps to your Victory Currency, as well as the different types of currency that you will need to ask for to get there.

The second is the Path to Victory spreadsheet. You'll use the data from this spreadsheet to create your Currency Test.

