

CONTENT SELLS PART 2 – COURSE WORK

EXERCISE 1: Sign up to 5 funnels of your direct or indirect competitors and review their process for optin, their lead magnet, their language, and their funnel structure.

1. The 5 funnels I opted in to are:

2. Notes

EXERCISE 2: Watch Video 2 in the How To Turn Your Business Into a Lead Magnet Course for the Technology component

☐ Done

EXERCISE 3: Rough out your potential funnel

CONTENT SELLS

PART 2 – GLOSSARY AND TOOLS

Glossary

Funnel

A process for moving your ideal clients towards the purchase of your product or service.

UDCA

Ultimate Desired Conversion Activity - The ultimate goal you want your Marketing System to achieve.

DCA

Desired Conversion Activity - Sales goals you want your Marketing System to achieve as your customer makes their way to your UDCA.

Client Avatar

A detailed profile of your ideal client – the person you hope to purchase your DCA and UDCA.

Tripwire

A low-cost sale made early in the funnel process to increase engagement and advance the customer along the buying journey (also helps to recoup advertising costs to acquire the lead).

One Time Offer (OTO)

An offer, often made just after a purchase or an optin, that offers a one-time only opportunity to receive a product or service for either a large discount, or with an exceptional bonus. Not found elsewhere.

Call to Action

The process by which you ask your customer to take action to move to the next step in the funnel (eg optin, purchase etc).

Tools / Links

Books

- [Influence: The Psychology of Persuasion by Robert B. Cialdini](#)

Free Mind Mapping and Flowchart Software

- <http://www.xmind.net/>
- <http://freeplane.sourceforge.net/>
- <http://www.gliffy.com/>

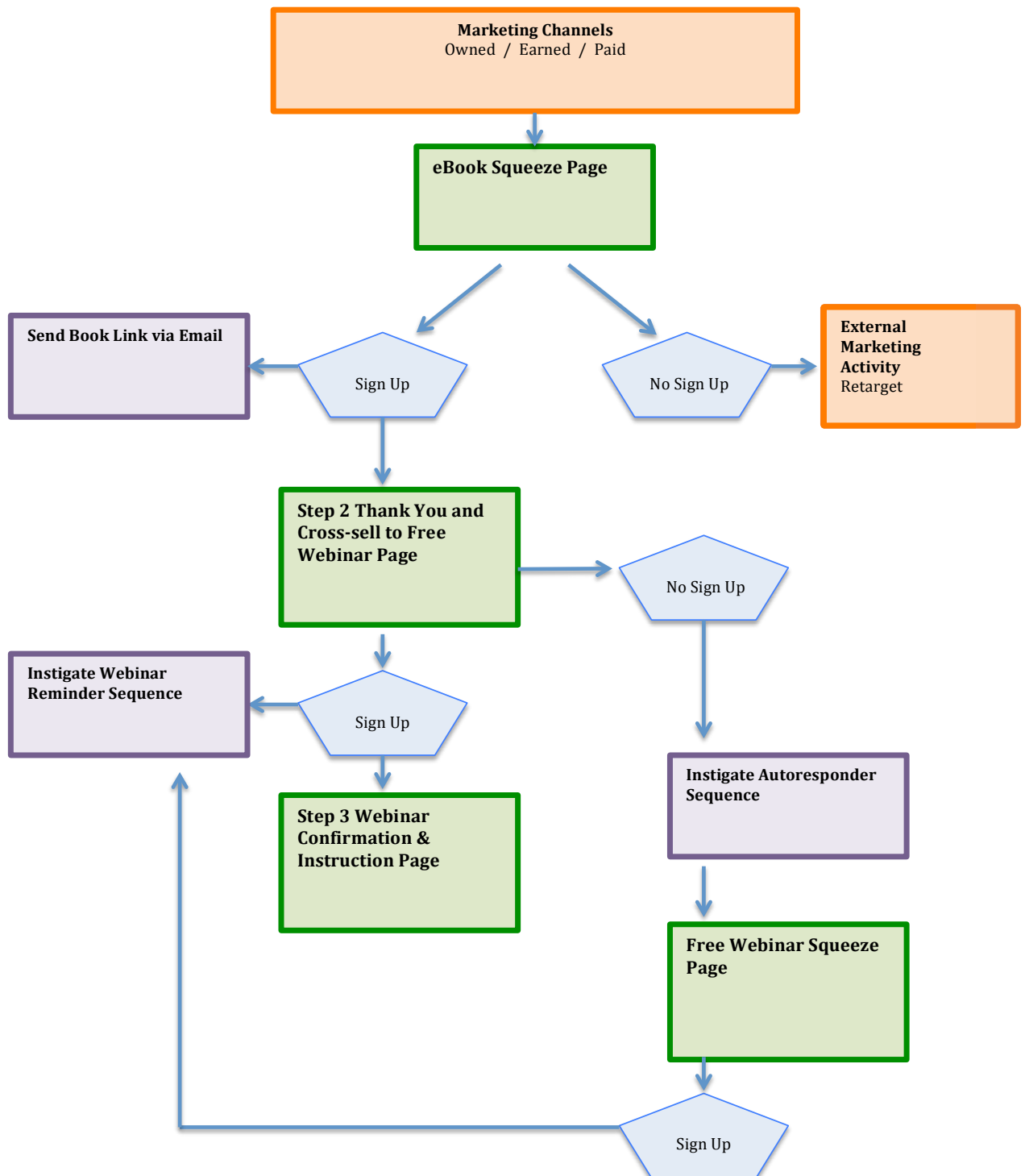
Zero Moment of Truth

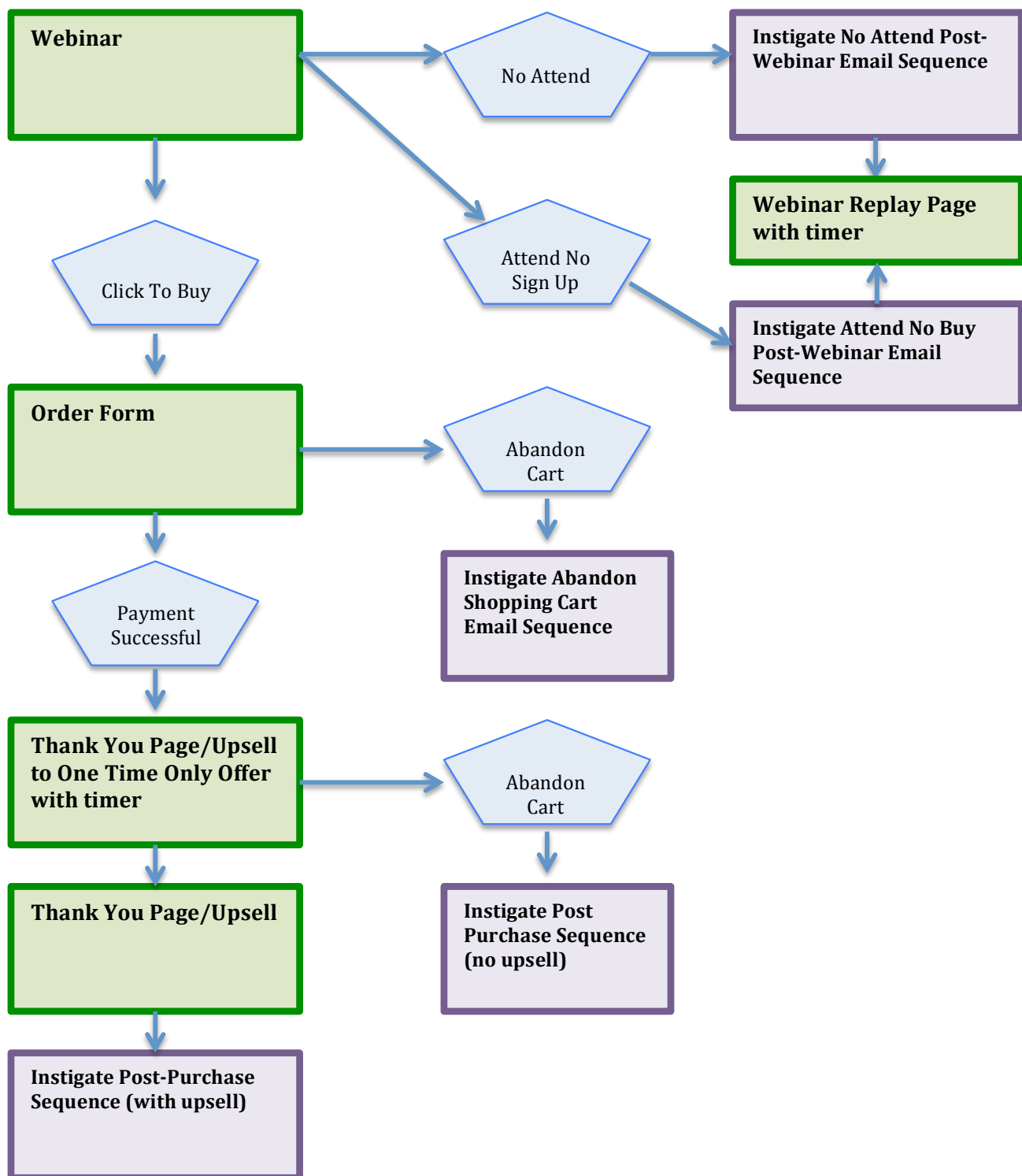
- <https://www.thinkwithgoogle.com/collections/zero-moment-truth.html>

Commitment Bias

- <https://www.thinkwithgoogle.com/collections/zero-moment-truth.html>

WEBINAR FUNNEL TEMPLATE





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