

CONTENT SELLS

PART 1 – GLOSSARY AND TOOLS

Glossary

Marketing System

Your Marketing System is The Process By Which You Attract, Convert & Keep Your Ideal Clients

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.

Cost Per Lead =

\$ spent on advertising / # leads generated

Revenue Per Lead =

\$ generated / # leads generated

Revenue Per Lead (lifetime) =

\$ generated lifetime / # leads generated

Tools

Surveys

- Survey Monkey
www.surveymonkey.com
- Wufoo
www.wufoo.com
- Typeform
[t](http://t.me)

Quiz

- Viral Quiz Builder
www.viralquizbuilder.com

Audio Interviews

- Audio Interviews – Call Recorder for Skype
<http://www.ecamm.com/mac/callrecorder/>

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