

CONTENT SELLS

PART 3 – GLOSSARY AND TOOLS

Glossary

Lead Magnet

Anything you offer your prospects in exchange for their details.

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.

Call to Action

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

Reticular Activating System (RAS)

A loose network of neurons and neural fibres running through the brainstem – most important function is to control...

Trance

A Waking Trance is a concentration of attention.

You are focused on something before you, to the exclusion of virtually all else.

Tools / Links

Books

Trance Marketing by Joe Vitale

Content Plan

Referencing a concept initiated by Russell Sparkman of Fusionspark Media

Topic Research Tools

<https://feedly.com/>

<https://adwords.google.com.au/KeywordPlanner>

<http://buzzsumo.com/>

<https://www.google.com.au/alerts>

<http://www.aminstitute.com/headline/>

www.clickbank.com

Outsource options:

www.odesk.com

www.fiverr.com

www.elance.com

www.freelancer.com

www.99designs.com

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