

# CONTENT SELLS

## PART 3 – GLOSSARY AND TOOLS

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### 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](http://www.clickbank.com)

## Outsource options:

[www.odesk.com](http://www.odesk.com)

[www.fiverr.com](http://www.fiverr.com)

[www.elance.com](http://www.elance.com)

[www.freelancer.com](http://www.freelancer.com)

[www.99designs.com](http://www.99designs.com)

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