

Part 1:

Glossary & Tools



Get the
email
marketing
EDGE



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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.

Tools

Surveys

Survey Monkey - <http://www.surveymonkey.com>

Wufoo - <http://www.wufoo.com>

Audio Interviews

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

