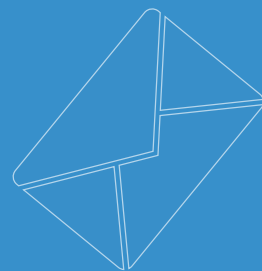


Part 1:

Your Ultimate Desired Conversion Activity (UDCA)



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EXERCISE 1:

Decide On Your Ultimate Desired Conversion Activity (UDCA)

Remember, your UDCA is the ultimate goal you want your Marketing System to achieve.

There may be smaller Desired Conversion Activities along the way (DCA).

Ask yourself these questions:

1. What would make a significant difference in my business if I could sell a lot of it?

2. What do I (or could I) sell that is aligned with my mission, is leveragable and is in demand?

3. What do I (or could I) sell that has a viable profit margin to justify my expenditure of time and money on creating a marketing funnel?



EXERCISE 2:

Define Your Ultimate Desired Conversion Activity

Remember, your UDCA needs to be specific in both the literal and underlying meaning.(DCA).

My UDCA is:

1. Literal meaning – name, what's included, how much it costs, features:

2. Underlying meaning – the transformation my client will experience when they purchase my UDCA:

