

Conversion Pillar: The Psychology Of Marketing And Conversion



Now that you have more experience, education, and training in generating and converting customers, it's time to "zoom out" and think more strategically about your marketing. Use this exercise to flow-chart exactly what you'd like your customer to do, and then the entire experience you'd like to give your customer so that they do it.

What Do You Want Them To Do?

List, in very specific order, the exact action steps that you'd like your customer to take over their "lifetime" of doing business with you. Start with the very FIRST action you'd like them to take, and finish with the very last action step. "If you could COMMAND your customer to do whatever you wanted, what would you tell them to do?"

What Experience Will You Create?

Now that you've outlined the action steps you want your customer to take, outline the experience that you will need to create for them - so they are MOTIVATED to take each of the actions you want them to take. After making your list, transfer this to a larger piece of paper and make a visual "flowchart" so you can see the steps relating to each other.