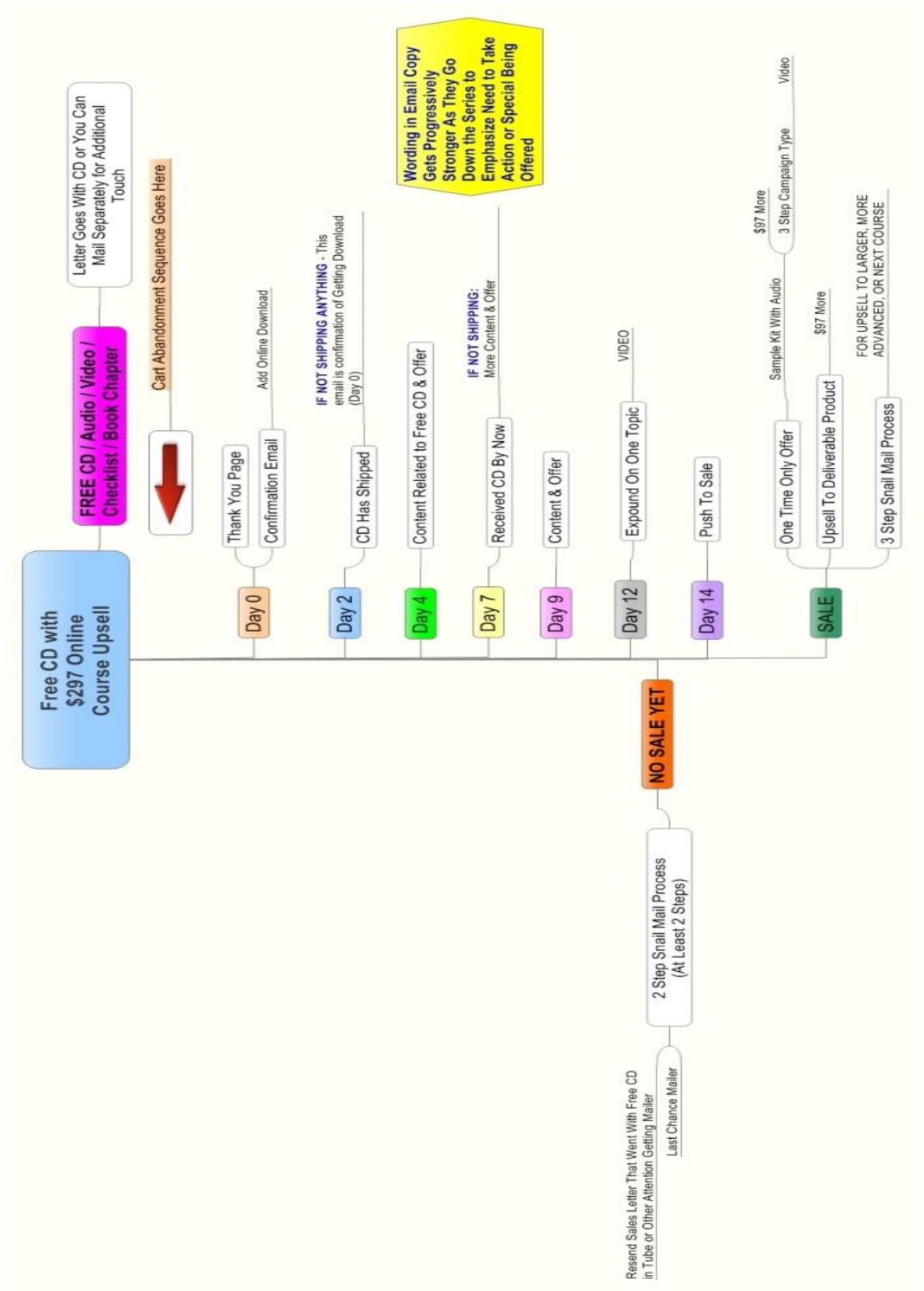


# **Your Perfect Marketing Funnel Is Really... A Conversion Map™**

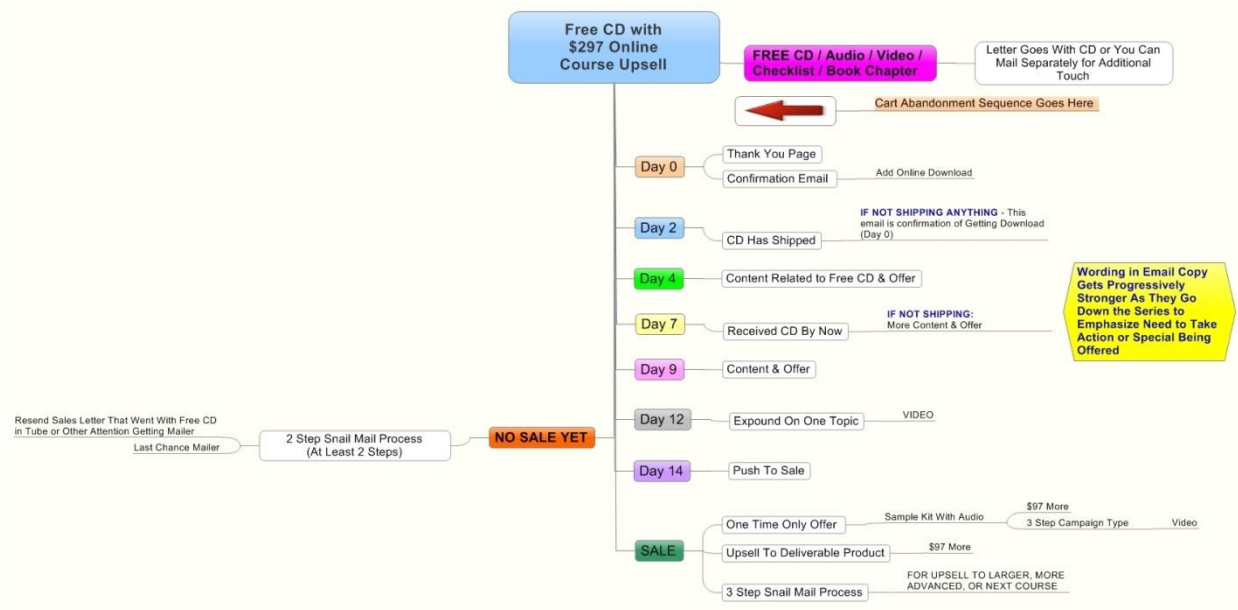


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# The Perfect Conversion Map™



Marketing funnels and sequences can seem overwhelming but they really can be simplified...by using Conversion Maps™ instead of complicated marketing funnels.

You can use this Conversion Map™ (the same one my clients have used to make \$37.7 million) for almost anything in your business – you'll just need to modify it a bit. Once you understand the basis for this Conversion Map™, changing it to meet your needs will be really easy.

This is the baseline Conversion Map™ you would use for pretty much any kind of free offer or opt-in. Essentially what happens is a prospect says yes to an offer you make and they are immediately taken to a thank you page, and they receive an email with the delivery of the item you promised them.

After that is where the confusion sometimes begins...but no more!

Basically, what happens after they receive whatever it is you promised them, is you continue to converse and communicate with this person in an attempt to get them to invest with you. You do this by communicating with them every 2-3 days with



tips, content and information they want (this is based on the fact that they asked you for information about this topic already).

During your communication and sharing with them over the next 7-14 days, you want them to make a purchase from you. You want them to take out their credit card and buy something from you. This strengthens the relationship you have with your new client and allows you to continue to make them offers to buy more over time.

Remember, a buyer is a buyer is a buyer!

That means once somebody buys from you once, they will be inclined to continue to buy from you, and they might even buy from you a lot and often!

In order to get them to buy from you, you have to ask them to buy...that's the other thing that's in each of the emails/communication you send them – an invitation to buy something (the same thing, and **only one thing**, in each communication).

Adding a chance to buy your item offline, in a direct mail piece, will also increase your conversions. Many business owners don't want to go to the expense of sending direct mail, but once you add this step to your marketing funnels it will significantly increase your conversions, and it will more than pay for the investment of sending the mail.

Now, you can take this Conversion Map,<sup>TM</sup> one of the main maps my clients have used to make \$37.3 million, and modify it to fit pretty much anything you do in your business, no matter what kind of business you have.

All you have to do is fill in the content/promotion/item and modify the days as you see fit and you have an entirely new funnel based on this one.

Remember, to be strategic when you're setting up all your marketing, but especially your Conversion Maps<sup>TM</sup>. Start with the end result in mind and set your plan based on that. When you know what you want in the end, it's a lot easier to know what to do. You only get confused and overwhelmed when you aren't clear on your outcomes and goals...the result you want (HINT: it's not the money, it's



something else. It might be 100 people in a live event, 7 sales, 5 new coaching clients, 23 people in your store on a particular day for the promotion, or a variety of other things. And, money is always an outcome but it's not the thing you base your strategy on).

If you're interested in more details, more Conversion Maps™, and exact email sequences you can use (not just model), then you'll want to check out my upcoming event where not only will you get every Conversion Maps™ you might need for your business, but you'll also discover exact steps to modify each and every Conversion Map™ to fit your exact business.

Go to [www.StopMarketingStartBuilding.com](http://www.StopMarketingStartBuilding.com) to see why you don't want to miss it!

I hope you use this Conversion Map™ for years to come in your business.

A handwritten signature in blue ink that reads "Dian".