Turn What You Already Know into a Profitable eCourse...the emotionally intelligent way!

The Unsexy, Money Making Part of the Process!

Tracking and tweaking are the key to scaling your business so that you can generate optimal impact and abundance. This part of business isn't very sexy for many of us, but nonetheless, it's important. I'm going to walk you through 3 different areas that are important to follow to optimize your marketing and selling process.

The Three Different Areas Are:

- The Landing Page (Lead magnet registration page)
- The Marketing Presentation (Connection presentation or sales presentation)
- The Sales Page

If after working through this guide, you're ready to join me in The Passive Income System eCourse, click here to take advantage of your exclusive offer: **I'm Ready.**

1. Landing Page Metrics (Lead magnet registration page)

It's important to track your conversion rate for your landing pages so that you can tweak them for optimization. Here is an idea of what to look for in your landing page conversion rates.

0-19% = Must tweak
20%-25% = OK conversion rate
26%-40% = Good conversion rate
41% + = Excellent conversion rate

Optimizing The Landing Page
If you need to tweak your landing page (95% of landing pages can benefit from tweaks directly after launching), here are some suggestions:

1. Make sure that you're speaking to your client's level of consciousness.
2. Reword the title and subtitle.
3. Change the order of sections on your page. (Bio, What to Expect, Testimonials, etc) Always make sure the call to action button is above the fold.
4. Make sure pain points/dreams/results are completely aligned and impactful for your potential clients.
5. Make sure your landing page matches your ad or call to action that sent people to your landing page.

2. The Marketing Presentation Metrics (Connection presentation or sales presentation)

These presentations can be anything from webinars, video series, telesummits, podcasts, etc. It's important to track the metrics of your marketing presentation to make sure that it is connecting and resonating with your audience. You can use the following metrics to narrow down what needs to be tweaked if it isn't converting optimally.

Attendance Rate = at least 30% (Your attendance rate is the percentage of people who show up and consume the content after sign up.)

See CTA Rate = at least 80% (Your See Call to Action Rate is what percentage of people actually see your CTA.)

Stay to the End Rate = at least 70% (Your Stay to the End Rate is the percentage of people who watch the entire presentation. There is typically drop off after the CTA.)

Purchase Rate = at least 1%, but I believe it should be higher than 5%

Optimizing The Marketing Presentation
If you need to tweak your presentation, here are some suggestions:

1. Ideas to Fix Attendance Rates:

- Use more or less correspondence before event. (Reminder emails to consume the content).
- Make sure it's easy to attend the presentation or consume the content (try to avoid anything that requires them to download new or bulky software).
- Experiment with urgency and replays (consider the person's marketing level of consciousness).
- Make sure there is consistency between what they signed up for and what they're receiving.

2. Ideas to Fix See CTA + Stay to the End Rates:

- Offer a free gift if they stay until the end of content.
- Notice if there is a specific place where people drop off and tweak that specific area to be more aligned.
- Shorten the content.
- Make sure content is compelling and aligned for the audience.

3. Ideas to Fix Purchase Rates:

- Make sure that every piece of content in your presentation is setting them up for the sale.
- Present your materials in a way that handle objections before you get to the sales pitch.
- Sell to their level of consciousness.
- Tweak the offer to make sure it is aligned with what your people want.
- Tweak the price to make sure it's aligned.
- Resolve any blocks you may have around selling.

3. The Sales Page Metrics

Sales page metrics will support you in increasing your sales. If your sales page isn't aligned or connecting with your audience, less people will purchase.

COLD SALES PAGE VISIT: These numbers are for a potential customer who hasn't been through a marketing presentation with you. They got ahold of your sales page and don't know you very well.

0-1% = Must tweak
2%-5% = Ok conversion rate
6%-9% = Good conversion rate
10% + = Excellent conversion rate

WARM SALES PAGE VISIT: These numbers are for a potential customer who has been through a marketing presentation with you. They have some sort of relationship or exposure to you and your work.

0-10% = Must tweak
11%-20% = Ok conversion rate
21%-40% = Good conversion rate
41% + = Excellent conversion rate

Optimizing The Sales Page
1. Make sure the page is set up to resonate with their level of consciousness: focus on structure, focus on results, or focus on journey & connection.

2. Change the order of sections on your page. Make sure the CTA button is above the fold, in the middle, and at the end of the page.

3. Make sure pain points/dreams/results are completely aligned and impactful for your potential clients.

4. Make sure you're present on the page. There has to be a section that introduces you, your story and your method. Remember, customers want to buy from people they feel connected to. Make sure your presence is felt on your sales page so that people can connect to you.

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If you're curious about what this type of support could look like and what your life would be like with an extra $3,000-$12,000 per month in eCourse sales, click the link below to check out The Passive Income System.

The **Passive Income** System