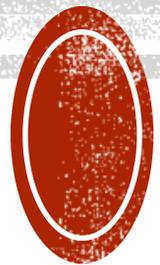


workbook

THE CONVERSION IQ EQUATION

Truth Or Dare ~

A Simple Test That Will Instantly
Show You Where You Need To
Adjust Your Marketing Focus



YES, THIS WILL HELP YOU.

Hey there, smart business person,

What you have before you (in print or on screen) might just empower you to reach revenue goals that until now have been...

- too much work (frustrating)
- too expensive to maintain (problematic)
- too difficult to gauge success by (maddening) or
- a complete mystery...like finding a unicorn or hunting Bigfoot.



In my experience, the business person that knows how to market their business *before starting it* is as rare as Bigfoot. We simply don't know what we don't know. And the fact that we don't know our marketing knowledge deficit means we begin—and too often maintain—our marketing **based on what we believe will work, rather than on what actually works.**

Just because you've been spending loads of cash on advertising, social media, print, mail, etc., it doesn't equate to *effective marketing*. Even successful campaigns may hold unseen areas for improvement. There are five core areas, after all. Nailing them all is rare, indeed.

The struggle is real. This worksheet will give you exactly what you need to overcome this challenge. You'll discover one or two areas that could deliver an additional 10%, 20% or even more revenue. *What's not to love about that?*

After you've completed the **Conversion IQ**, if you want to go deeper then be sure to check out the [Revenue Accelerator](#). It's our proven tool for successful entrepreneurs & owners that empowers you to position yourself so concretely in the mind of your future buyers (as well as existing ones) that they'll only consider you as their go-to provider.

So, buckle up and enjoy the discoveries you're about to make. When you're done, why not make your first action step be sharing your **Conversion IQ** insights on Facebook or LinkedIn? See what response you get! Maybe you'll find Bigfoot! ;)

Here's to increasing revenues!

Joel

Joel Lund



CONVERSION IQ EQUATION

INTERRUPT

Headlines & Voice Over or Intro (for Radio/TV)

- POINTS**
- 0: No headline at all
 - 1: Company name or play on words; does nothing to compel reader/listener to continue.
 - 2: Headline exists; poor or crass “hot button.”
 - 3: Hot buttons activated, but not articulated well. Only says in basic terms what needs to be said.
 - 4: Good headline, penetrates reader’s internal conversation; needs work on clarity and precision.
 - 5: Bullseye! Headline is powerfully worded and hits hot buttons passionately.

ENGAGE

Promise To Educate & Facilitate Decision

- POINTS**
- 0: If your headline score is 0-2, you automatically score 0 here.
 - 1: Nothing to make reader want to listen...no sub-headlines; no additional info at all, incoherent.
 - 2: Contains sub-headlines that are not connected to internal conversation (so reader clicks away, turns page, etc.)
 - 3: Reader can tell from scanning the ad that there may be decision-facilitating info ahead.
 - 4: Use of hot button sub-headlines gives reader promise of useful info in the ad.
 - 5: Reader eagerly engaged! Congruence with sub-headlines and your offer

EDUCATE

Building Your Case

- POINTS**
- 0: No case-building; crass, crude, cute, abstract, institutional.
 - 1: Some features/menu listed; not quantified or compelling.
 - 2: Case points begun; undeveloped; poorly qualified/quantified.
 - 3: Case points listed; some qualification; educates at basic level.
 - 4: Builds good case and anticipation; could be more powerful and articulate.
 - 5: Executes solid well-rounded case; prospects will think, “I’d be an idiot not to buy from this company!”

OFFER

Risk-Reversal / “Ethical Bribe”

- POINTS**
- 0: No offer at all. (If offer has no landing page/lead-box = 0)
 - 1: Contact info, with no offer mentioned. **[COMMON PROBLEM]**
 - 2: Tells prospect to call for info or speak to rep.
 - 3: Offer is detectable, but has no incentive; poor landing page.
 - 4: Good offer, captures prospect’s attention; opt-in needs work.
 - 5: Excellent, obvious choice for **now & future** buyer; irresistible and compelling offer, opt-in & nurture pieces.

RESULT

Powerful, Passionate, Precise & Elegant

- POINTS**
- 0: “It’s a total mess!” Go back and start again.
 - 1: Doesn’t flow; haphazard; unprofessional; no logical reasons.
 - 2: Basic structure in place; lacks power; unclear; fuzzy thinking.
 - 3: Structurally sound; flows OK; uneven; seduction-focused.
 - 4: Proper use of fonts, sizes; spacing well done; photos & graphics are congruent & compelling.
 - 5: Reader can quickly scan & understand the main points; *knows exactly what action to take...and why.*



TEST YOUR MARKETING POWER

Marketing any business is a challenge, but standing out from your competition requires testing, honest appraisal...and action.

Our simple test instantly helps you discover what marketing elements need tweaking or even major overhaul.

FIVE SIMPLE STEPS

1. Review the 5 sections
2. Score yourself for each one (fudging doesn’t help you)
3. Fill in each section’s score below “Points”
4. **Total the points:** _____
5. **Divide by 5 =** _____

Turn this page over for your **MARKETING SCORE**



~ Honesty is the best policy ~

OVERALL

Where it's truth or dare time...

- 0: Totally wrong concepts. Time to rework it all, in small steps.
- 1: Does not interrupt. Does not engage. Gets no results. NOTE: most marketing copy describes what the company does.
- 2: Basic ad elements and structure is there, but can't be "red-line" fixed
- 3: Good content that interrupts and engages, but lacks power in building case and/or lacks appealing call to action.
- 4: Engages prospect and builds case well; offer needs strengthened; needs help with wordsmithing (for impact).
- 5: Clear, passionate, precise & powerful ad. Nails prospect's internal conversation. Irresistible and obvious choice!

NEXT STEPS

Building Your Brand

Hey, if you scored a 3 or lower, you're among the company of **most** business owners. So let go of any embarrassment or frustration right now. It won't serve you but only get in your way.

We recommend you begin at the beginning: the **INTERRUPT**. What does your buyer need to see or hear that will make them stop & pay attention?

Your first step must focus only *how your buyer's life is made better by what you do...and how you do it better than your competition.*

It's easy to see why the first step sets the rest in motion, right down to your offer. Get this right and the rest flows. Get it messed up and there's not going to be the outcome you want.

NEED SPEED?

If you are tired of DIY time-suck and frustration

When you're tired of grinding this stuff out—or even handing it over to your internal marketing team—it's nice to know you have resources.

Before you launch into a new campaign, you deserve to get crystal clear on our **Revenue Acceleration Process**.

Why?

It's free.



You'll discover what you've been missing in your marketing efforts.

You'll leave with a short list of what to do, in what order.

And you'll be confident that **your revenue will increase by at least 20%** in the next 90 days.

CAN'T WAIT?

OK! Let's get this party started!

If we decide to work together, you can breathe easy in the knowledge that our guarantee carries a 200% ROI (return-on-investment).

So, really. Why wait?

Contact us! Call. Write. Send an email. Send a carrier pigeon.

It doesn't have to be so hard. You can win. **Take the first step now.**



HOW'S YOUR MARKETING POWER?

ONE MORE STEP!

Write down that **final** # from the other side:



This is your

MARKETING SCORE

If your overall score is **below 3**, it's time to get immediate help.

If your score is **over 3**, then rock on!



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