



WALK THE TALK

WORKBOOK

CONVERT AND DELIGHT



CONVERT AND DELIGHT

INTRODUCTION **P3**

What convert and delight means

KEY POINTS FROM THE VIDEO **P4-5**

Example of psychographic persona

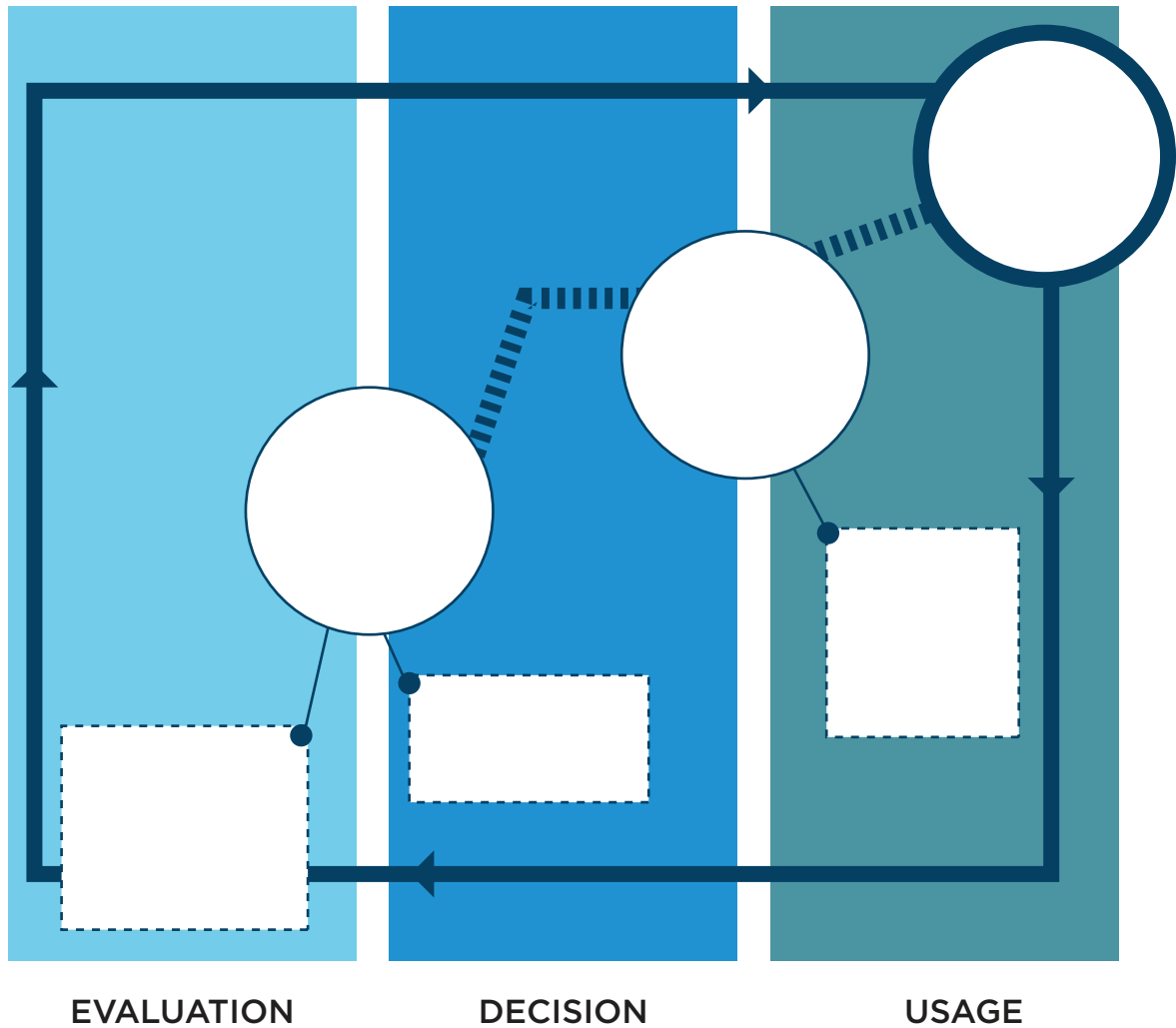
Landing page best practices



APPLY THE LESSON **P6-7**

- Write down 5 CTAs that you want the client to complete to move them up along the client journey
- Visit the workbook to start designing your first landing page via Unbounce.com
- Survey your existing clients for psychographic insights and entice them to become ambassadors for your brand

LOYALTY LOOP



WHAT CONVERT AND DELIGHT MEANS

Converting social and prospective conversations into commercial conversations is where the rubber meets the road. However, your job hasn't finished when you convert. **We need to continually delight our clients to ensure they stay with us.** Not only because that is profitable, but because it is also cost effective. Remember, **it is way more costly to win a new client, than to retain a happy client,** and word of mouth as well as word of mouse, are two of the best ways to create trust - quickly. So, go on, convert and delight.

EXAMPLE OF PSYCHOGRAPHIC PERSONA



ANDERS

▶ BACKGROUND

- Managing director for 10 years
- Management consultant
- Lives in Surry Hills

▶ DEMOGRAPHICS

- 34 years of age
- Generation Y
- LLB / EMBA

▶ IDENTIFIERS

- Swedish heritage, his colleague Emma manages schedule, prefers digital info and webconferences

▶ LIFE GOALS

- Financial independence, family security, sleep well at night factor

▶ COMMON CHALLENGES

- Automating savings plan, and financial discipline

▶ EDUCATIONAL LEVEL

- Masters degree

▶ LIKES / DISLIKES

- Likes efficiency, proactive service, written exec summaries and digital comms

▶ TESTIMONIALS

- "Financial Independence is important to me because of Value A, B and C"
- "I want to repair the roof while the sun is shining"

LANDING PAGE BEST PRACTICES



Write a clear, concise action-oriented headline.



Explain the offer clearly and place visual emphasis on the value.



Remove the navigation menu and links.



The form length mirrors the value of the offer.

e.g: If you offer a financial health check diagnostic, you may want to ask for first name, surname, email, job title and maybe age. If you're offering a newsletter subscription, the first three are enough.



Include a relevant image, animation or short video.



Add social sharing icons.

For a useful online tool to help you create landing pages to convert visitors to leads, visit Unbounce.com

5 CTAS THAT YOU WANT THE CLIENT TO DO TO MOVE THEM UP ALONG THE JOURNEY

(Write down)

AWARENESS STAGE: *e.g Complete our financial health check*

CTA:

ENGAGEMENT STAGE: *e.g Download our financial destiny eBook*

CTA:

EVALUATION STAGE: *e.g Subscribe to our financial soulmate YouTube channel*

CTA:

DECISION STAGE: *e.g Get our expert v cowboy checklist*

CTA:

USAGE STAGE: *e.g Delight your friends with our financial freedom eBook*

CTA:

CREATE YOUR PSYCHOGRAPHIC PERSONA

(Write down your first persona. See page 4 for how to do this to get you started on attracting similar new clients of a particular psychographic persona.)



▶ **BACKGROUND**

▶ **DEMOGRAPHICS**

▶ **IDENTIFIERS**

▶ **LIFE GOALS**

▶ **COMMON CHALLENGES**

▶ **EDUCATIONAL LEVEL**

▶ **LIKES / DISLIKES**

▶ **TESTIMONIALS**

