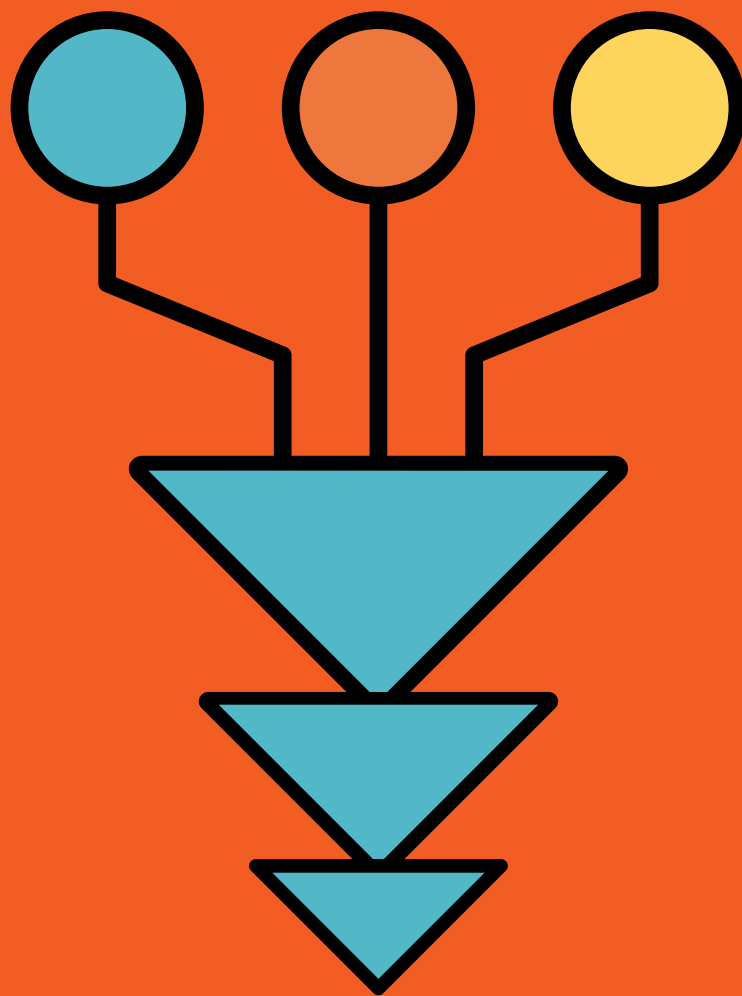


The 9 Laws of **Conversion Marketing**



How to Build High-Performance Marketing Teams
& Campaigns That Get Sales Results

by Conversion Marketing Experts, LLC



Hello. My name is Cliff Jones, and I'm the founder and managing partner at Conversion Marketing Experts, LLC. My purpose is to help small business owners and self-employed professionals and entrepreneurs like you with expert marketing advice, training and coaching solutions that attract, engage and convert more customers.

What exactly is Conversion Marketing? It's the alignment of small business sales, marketing, team and technologies. It's about high-performance sales and marketing teams, activities and action planning to better build and launch high-ROI sales and marketing campaigns.

A huge part of our commitment is providing ongoing, high-quality educational content like this, which has helped hundreds of other small business owners get better sales and marketing results since 2003 when I first launched this company.

The 9 Laws of Conversion Marketing are among the most crucial rules and related disciplines for creating sustainable, small business sales and marketing success:



About CME

The reason we love what we do is we get to see the impact our creative approach to getting better sales and results. Our first goal is to get crystal-clear on your goals. Then it's all about working with you to help you get results that count the most for your business.

Whether you simply need help with a quick content marketing or marketing automation project, or you want a trusted-professional to guide, train, lead and manage your marketing campaigns and analytics for you, just schedule a time to talk with me or one of our talented content marketing experts.

Here's our promise to you ... We will never leave you hanging or go dark on you! We understand how important, and sometimes maddening, digital, content marketing and automation can be.

We will always keep our word. We are here to simplify and integrate your sales, marketing, team and tech. We are here to help you get better results, on time, on budget, without you losing your mind.

You can count on us to help you get what you want - more conversions and customers by creating amazing content marketing.

We have helped hundreds of companies implement successful sales and content marketing automation campaigns since 2003.

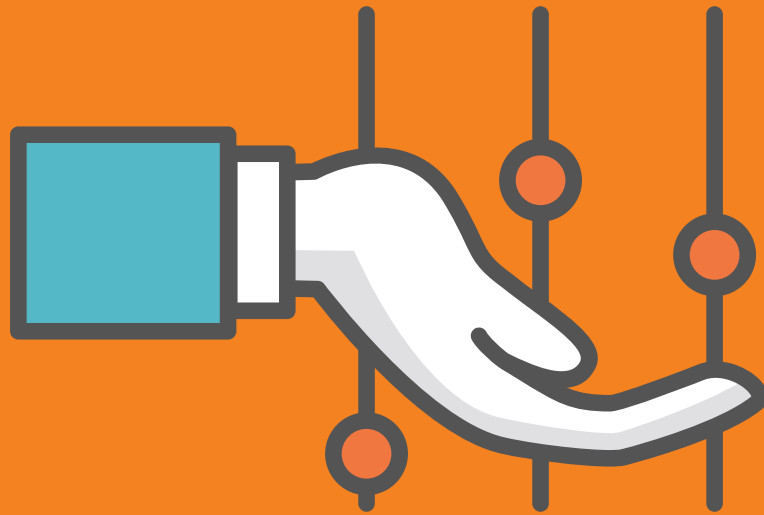
Clifford Jones, founder and managing partner.

Table of Content

About CME

Law #1: Act With Intention	5
Law #2: Discover Major Definite Purpose	7
Law #3: Build Bold Vision	9
Law #4: Take Constant, Focused Action	11
Law #5: Align the Right People	13
Law #6: Tell Great Stories	15
Law #7: Build and Leverage Systems	17
Law #8: Everyone Is Accountable	19
Law #9: Adapt and Learn	21

Law #1: **Act With Intention**



*“We become what we think about all day long.”
- Ralph Waldo Emerson*

Law #1: **Act With Intention**

Intention is about your desire to invest in and build your business. The success of your enterprise starts with your Intention: your deepest desire to invest in and grow your company. If you lack proper desire to invest, test, learn, adapt and do the hard work every day, starting with sales and marketing, you will likely be another failure stat.

Solution:

Invest at least one hour every week to work “on your business.” Build your Intention and act more on it. You must invest time to determine what it is you really want for your business and your life! Successful small business owners do a consistently great job of holding themselves accountable, blocking time to plan for sales and marketing while working on their overall plans and Intentions in writing. Successful business owners often work with advisers, mentors, coaches and consultants to discover new systems and breakthrough to new levels of success.

Law #2:
**Discover Major Definite
Purpose**



*“Our prime purpose in life is to help others.
If you can’t help them, at least don’t hurt them.”
- Dalai Lama*

Law #2: **Discover Major Definite Purpose**

In his timeless book, *Think and Grow Rich*, Napoleon Hill describes the power of having a major, definite purpose in life and business. Purpose drives your Intention. It's your personal "Why." This source of Intention, your desire, lies deep in your heart. It's what "calls you." Millions of small business owners are not clear on their "Why." Therefore, they lack a strong enough Purpose to navigate the treacherous waters of small business sales and marketing success. They lack discipline. They preach focus, but chase shiny objects. How about you? Are you among the few who want to get or are already clear on a major, definite purpose? If not, what could that mean for you, your company and your life? Keep pressing forward if you believe in this power and want to use it to your advantage.

Solution:

This also becomes part of what you work on when you work "on your business." Purpose comes from being clear on what motivates you to be in business in the first place. Focus on your special reasons for being in the trade. Work with Intention to build on your Purpose. Keep your Purpose in the forefront of your mind.

Law #3:
Build Bold Vision



*“The most pathetic person in the world is someone who has sight but no vision.”
- Helen Keller*

Law #3: **Build Bold Vision**

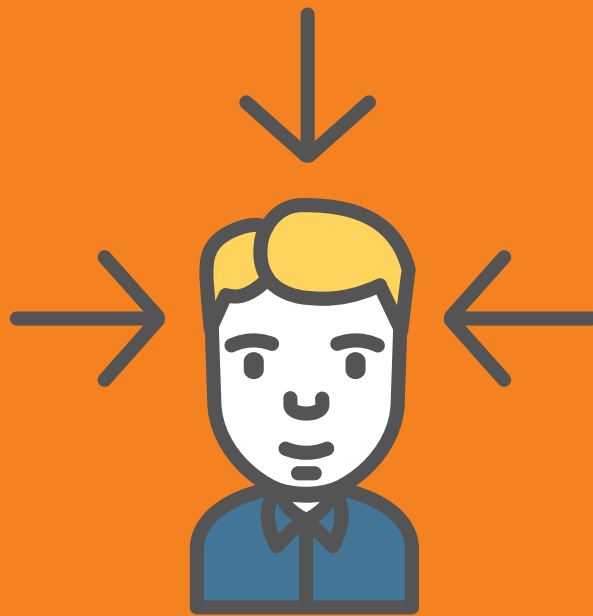
If you don't have Vision, you can't have a plan. If you don't have a plan, you can't have a road map. If you don't know where you're going or how to get there, what is the point of being in business? To succeed in business and in life, you must know and see what you want. Vision develops over time through practical experience and work. Having a bold, clear Vision empowers you and your team to make a plan of action. How clear is your Vision? How bold is your Vision? Have you shared this Vision with every single person on your team? If not, you should now be clear on what needs to be done: build a bold, clear Vision.

Solution:

Developing Vision requires practice. As suggested earlier for working on your Intention and Purpose, incorporate your Vision into the same block of time. Intention, Purpose and Vision all work in tandem. Clarity comes and goes because change is a constant. You must constantly build on your Vision by practicing. Every great athlete does it to be the best he or she can be. Why not you?

Law #4:

Take Constant, Focused Action



*“If there is no wind, row.”
- Latin proverb*

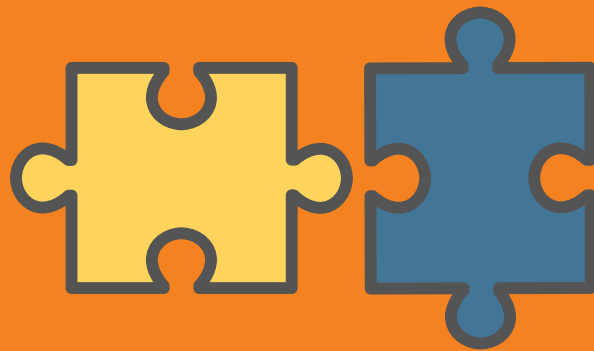
Law #4: **Take Constant, Focused Action**

If you are clear on your Intention, Purpose and Vision, you are free to take your small business to an entirely new level. This is about taking focused action steps. Random “shiny object chasing” is a deadly toxic to your budget, team and ability to stay in business. You must take constant, focused Action.

Solution:

Keep it simple. Action planning doesn't have to be complicated nor should it take much time. When an action plan is created with a team of people who buy into the Purpose and Vision you've shared, you will find an entirely new level of productivity and flow. This should result in attracting, engaging and converting more customers.

Law #5: Align the Right People



“Somebody once said that in looking for people to hire, you look for three qualities: integrity, intelligence and energy. And if you don’t have the first, the other two will kill you.”

- Warren Buffett

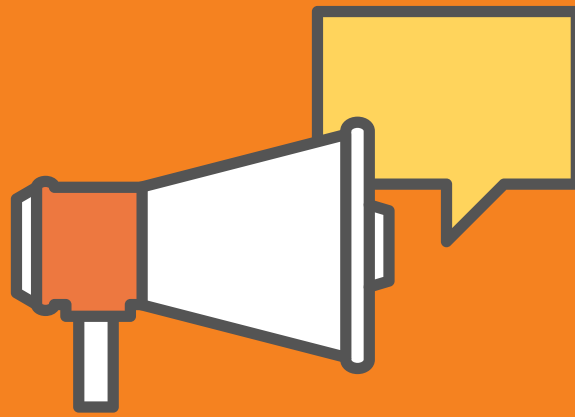
Law #5: **Align the Right People**

The reason most small business owners are losing their minds when it comes to getting better sales, marketing and overall business results boils down to one primary thing: a severe shortage of talented people to perform as real pros in sales and marketing. Personnel today must have a total command of sales, marketing, content and the technologies that drive all of this. Commit to aligning the right team of people for your sales and marketing success.

Solution:

Develop a plan for people, and integrate this into your overall strategic and action planning activities. Encouraging the right people with a sound plan of action leads small businesses to get new customers with efficiency, lower costs and far less risk. Incorporate precise job descriptions, roles and responsibilities into your plan of action. Use an organizational chart if it helps. Map out who's doing what by when, ensuring accountabilities are in place each step of the way.

Law #6: Tell Great Stories



*“Tell me the facts and I’ll learn. Tell me the truth and I’ll believe. But tell me a story and it will live in my heart forever.”
- Native American proverb*

Law #6: **Tell Great Stories**

Nothing impacts your sales and marketing success more than the power of your story. Brand, sales and marketing are all driven by compelling storytelling. This is known today as the business of Content Marketing. You must tell a great story to attract, engage and convert more customers.

Solution:

Learn to be a better raconteur personally and professionally. This is a process of studying, reading and practicing in the real world and learning as you go. Nobody wakes up one day to be a great storyteller; they learn from masters and pass the knowledge along for you. You must learn to tell a compelling story as a person so individuals will relate to you. The same is true for your brand and every person on your team. Learn to tell the same great story, together. That's sound sales and marketing discipline for any small business.

Law #7: Build and Leverage Systems



“Throughout my career I’ve had my antennae up, looking for examples of people who use systems as opposed to goals. In most cases, as far as I can tell, the people who use systems do better. The systems-driven people have found a way to look at the familiar in new and more useful ways.”

- Scott Adams, creator of Dilbert

Law #7: **Build and Leverage Systems**

After people, the difference between a company generating \$500,000 a year versus one at \$5 million a year is the quality of its systems. Suitable systems enable people and organizations to scale with more efficiency and predictability. The systems that count the most today include your Website platform (CMS or Content Management System), email marketing, marketing automation, marketing analytics, Customer Relationship Management (CRM) for sales, marketing and customer service, etc. Develop and invest in systems to stay ahead of the competition and establish a firm foothold in the market.

Solution:

Get informed as much as possible. There is no excuse for any small business owner to not invest in hiring an adviser or employee who is more experienced and knowledgeable to guide and build a real sales and marketing plan of action. If you're like most business owners, you run both the sales and marketing departments as best you can until you can afford to hire the finest leadership expertise your money can buy.

Law #8: Everyone Is Accountable



*“Accountability breeds response-ability.”
- Stephen R. Covey*

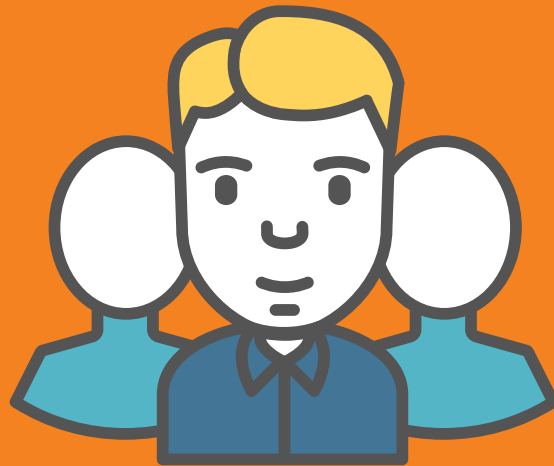
Law #8: **Everyone Is Accountable**

Every business owner knows the pain and high cost of hiring the wrong people. The wrong people say one thing but do another; or they do nothing. Worst of all, they do damage. The only way execution happens according to your plan of action is if you and everyone on your team is committed to being accountable to each other. Sales and marketing is a contact sport. Your team is dialed into a clear plan of action now because everyone is clear on your vision and where you are going. You remain on course, committed to leading by being accountable to your team. How accountable is everyone on your team, including yourself?

Solution:

Take a reality check. If you are not willing to be accountable to learning and applying The 9 Laws of Conversion Marketing, how can you expect anyone else to remain loyal, committed and accountable? You can't. You must commit to being and holding the best talent you can afford to work on your team accountable to their parts in your plan of action for sales and marketing.

Law #9:
Adapt and Learn



*“The measure of intelligence is the ability to change.”
- Albert Einstein*

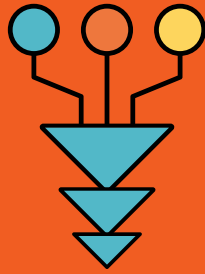
Law #9: **Adapt and Learn**

Embracing change is cliché. And balance is baloney. Success in life and business is about micro balancing, all the time. Think about it. We are constantly juggling tasks, responsibilities, deadlines, people and a seemingly overwhelming amount of work and information. Look at the toll it takes. It's sad to lose a business. It's worse to think about the people losing jobs, incomes and more.

Solution:

Learn to micro balance. In fact, think of it like this: be like water in business, sales and marketing. Find your flow and path of least resistance. What the heck does that mean? You have Intention, Purpose, Vision and a plan of action that is being implemented by a well-aligned team of people. Given all this, the key to your ongoing success is embracing a constant willingness to measure and learn together as a team. Be open, honest and real.

The 9 Laws of **Conversion Marketing**



Sales Enablement & Content Marketing

Creative Services: Digital and Design

Strategy & Planning

Get expert advice, project execution and training.

Need help with a project quote? Easy.

#Leaders in Conversion Marketing

Call Us Today
480-451-6963

Get Started Today!