CHAPTER 7 EXERCISE

Map and Build Your Conversion Engine

This exercise has five parts. Complete them before moving to Part III. The output is a complete funnel map, a proof library plan, an objection map for your primary landing page, and a Loyalty Loop design.

Part 1: Funnel Map. Draw out every touchpoint in your current customer journey from first encounter to purchase. Note the drop-off rate at each stage if you have the data. If you do not have the data, estimate which stage has the highest drop-off based on what you observe. Label the stage where the biggest gap exists.

Part 2: Proof Audit. Which rung of the proof ladder do you currently occupy? List every piece of proof you have available right now. Then identify what you need to collect in the next thirty days to move one rung up the ladder. Write your plan for collecting it.

Part 3: Objection Map. List the five most common reasons a qualified prospect might not buy your product right now. For each objection, identify where on your current site or in your current funnel it is addressed. If it is not addressed, note where you will add the address.

Part 4: Friction Audit. Walk through your complete conversion path as if you were a first-time visitor. List every point where you had to pause, think about what to do next, or felt uncertain. Each one of those points is a friction problem. Rank them by impact and write your fix for the top two.

Part 5: Loyalty Loop Design. Identify the specific success moment in your product that has the highest advocacy potential. Write the sharing prompt you will send at that moment. Design the referral path that makes sharing easy. Describe how you will recognize advocates once they refer someone.