

The Work That Gets Results

Conversion School – Lesson Four

In 6 months, Charlotte has built her **Audience** and **Traffic**.

Now she's getting **70 sales a month**, and growing.





Your Sales Funnel is a framework that applies to stores at all levels of business.

Conversion School teaches you how to grow your sales using a scalable process that you can repeat every month.



Why it works:

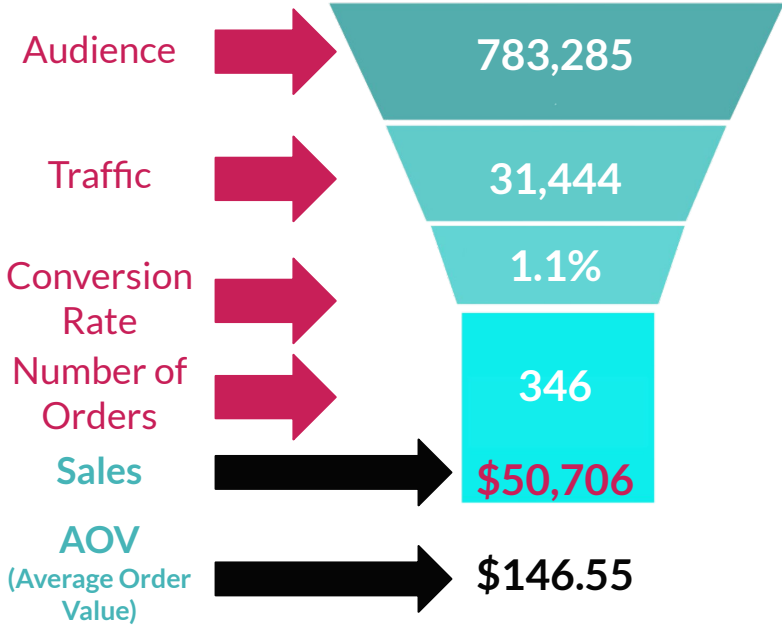
- Use your data to make decisions, so you're working with facts, not feelings
- You can see exactly where you need to focus your efforts
- You don't waste time doing work that doesn't lead to results you can track and measure
- **Tracking your Sales Funnel** every month allows you to see your progress and confirms that you are on the right track

Growing Member

2023

Gap

2024



Audience:

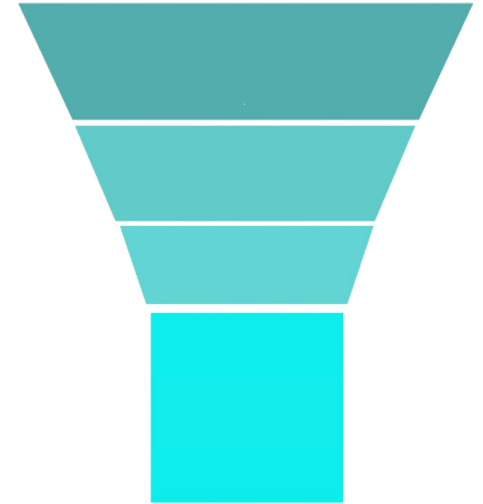
Traffic:

Conversion Rate:

Number of Orders:

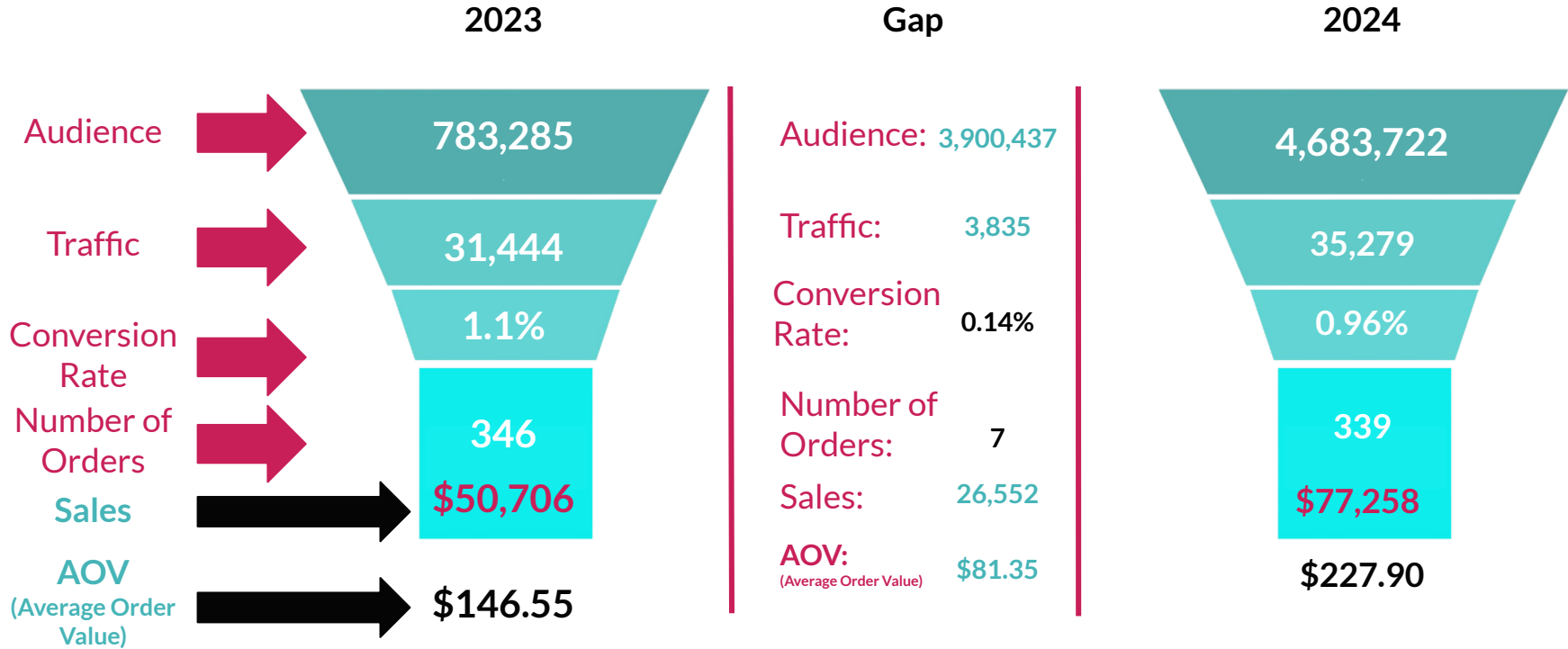
Sales:

AOV:
(Average Order Value)



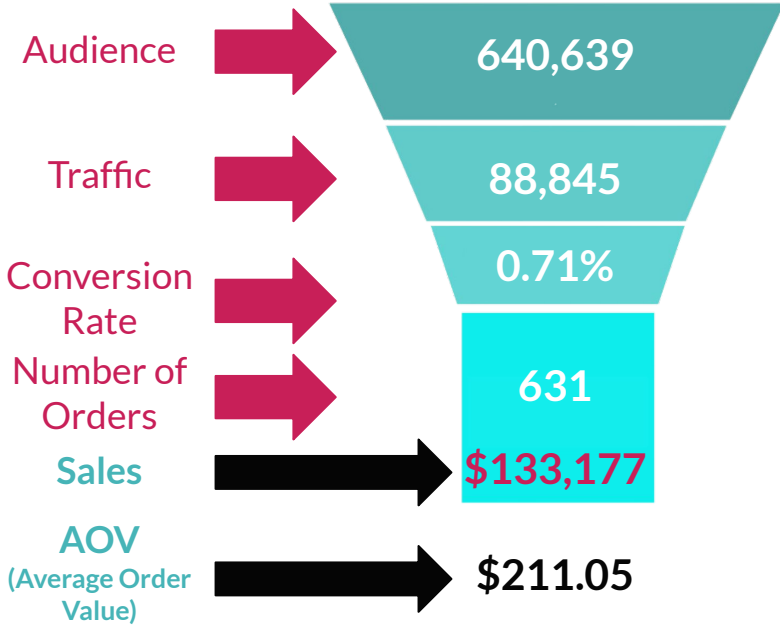
conversion **school**

Growing Member



Scaling Member

2023



Gap

Audience:

Traffic:

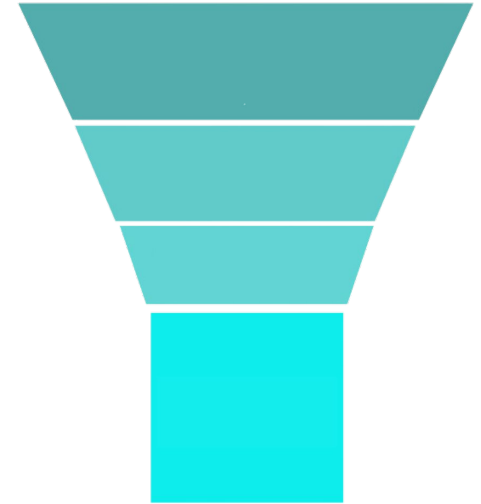
Conversion Rate:

Number of Orders:

Sales:

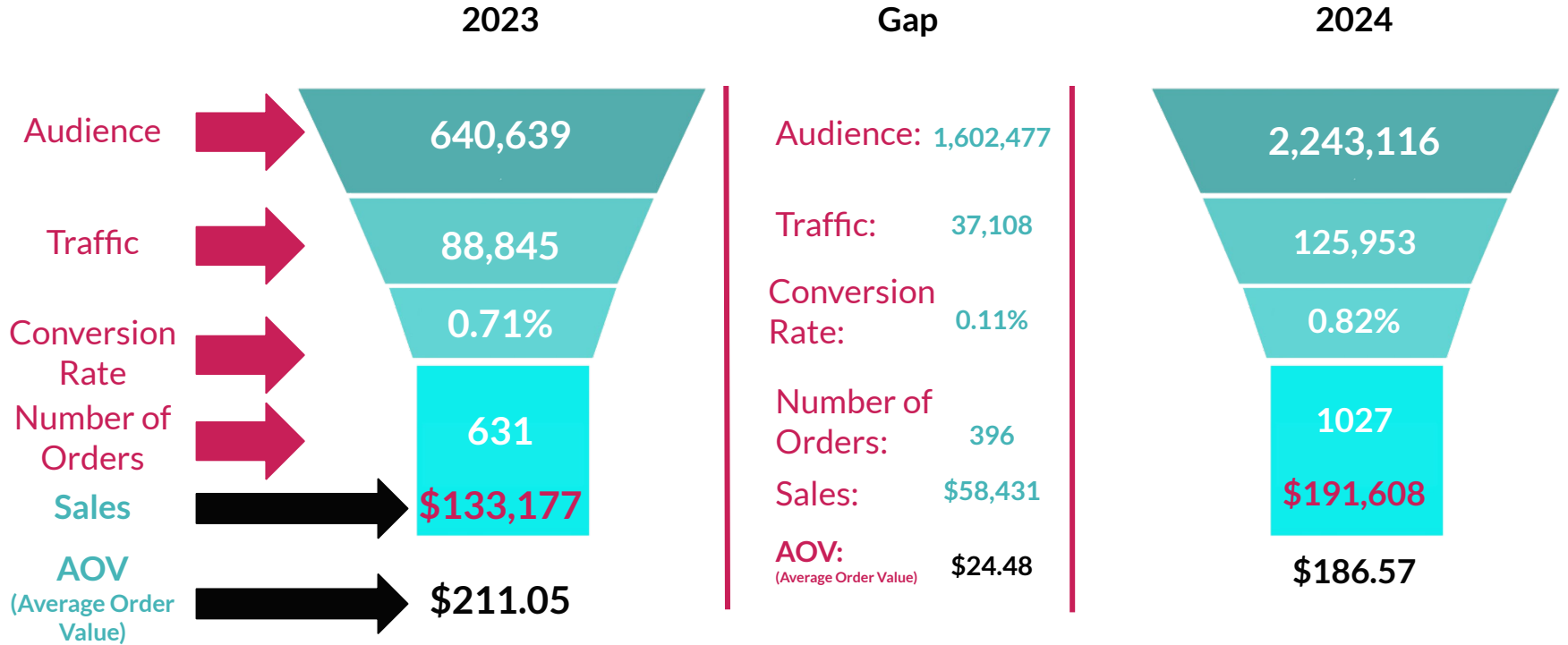
AOV:
(Average Order Value)

2024



conversion **school**

Scaling Member



Welcome to the Inner Circle

Get steady, consistent growth that you can control...

The Ecommerce
Roadmap™ Classroom



Get your questions answered in real
time by expert coaches and mentors



The Community you've been wanting.
Generous and supportive store
owners.





When you join us, we'll set you up for success...

Meet with your member Success Coach in a small group:

- Get a second set of eyes on your work
- Establish a routine and stay accountable
- Get your questions answered
- Available in all time zones
- 3 months of group calls included in your membership

Build your Sales Funnel

Use the Lessons + Workbook in your Ecommerce Roadmap™ Classroom



BUILD YOUR SALES FUNNEL

Find out what you should be working on right now.

Build Your Funnel Monthly Worksheet

Business Name: _____

Month of: _____

Last 30 Days	The Gap	30 Day Goal
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<ul style="list-style-type: none">1 Audience: 30-Day Reach2 Traffic: 30-Day Web Visitors3 Focused Marketing: % of Sales from \$2,0004 Sales: Conversion Rate 	<p>Audience:</p> <p>Traffic:</p> <p>Focused Marketing:</p> <p>Sales:</p>	<ul style="list-style-type: none">1 Audience: 30-Day Reach2 Traffic: 30-Day Web Visitors3 Focused Marketing: % of Sales from \$2,0004 Sales: Conversion Rate 
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What to do to fill the gap this month:

Get Set-Up For Success

Get your website and email list ready to convert.

[the ecommerce roadmap](#) / Units / Get Set-Up For Success



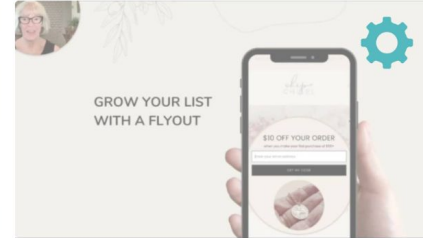
WEBSITE FUNDAMENTALS

Complete a brief tech audit to make sure your site is ready to for marketing.



BRAND AND WEBSITE AUDIT

A simple audit to make sure your site is ready for traffic!



EMAIL BASICS

Email marketing basics, including a flyout, automations, and mini campaign templates.



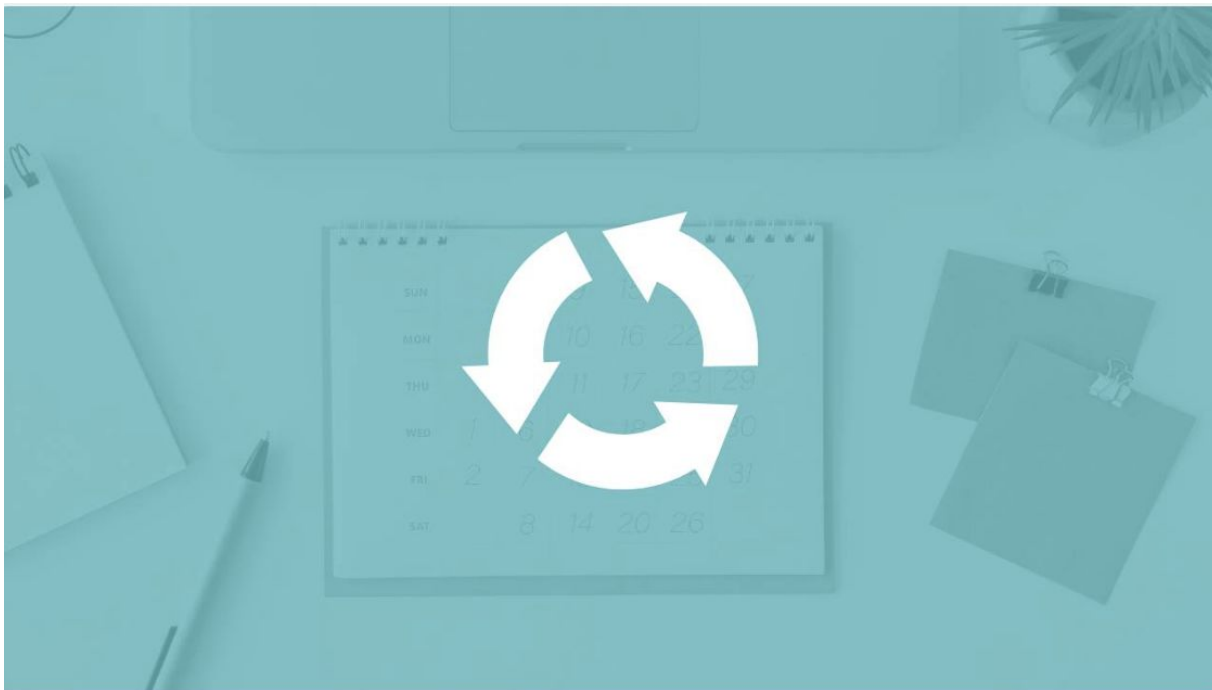
BUILD A PRODUCT PAGE THAT CONVERTS

The simple formula to create product pages that convert.



SEO FOR STORE OWNERS

Learn where to add your SEO keywords to your site to get found in Google searches.



YOUR WORKFLOW

Set-up your monthly marketing calendar.

Learn how to grow your Audience quickly...



ORGANIC AUDIENCE


Social media strategies to grow your audience for free.



PAID AUDIENCE

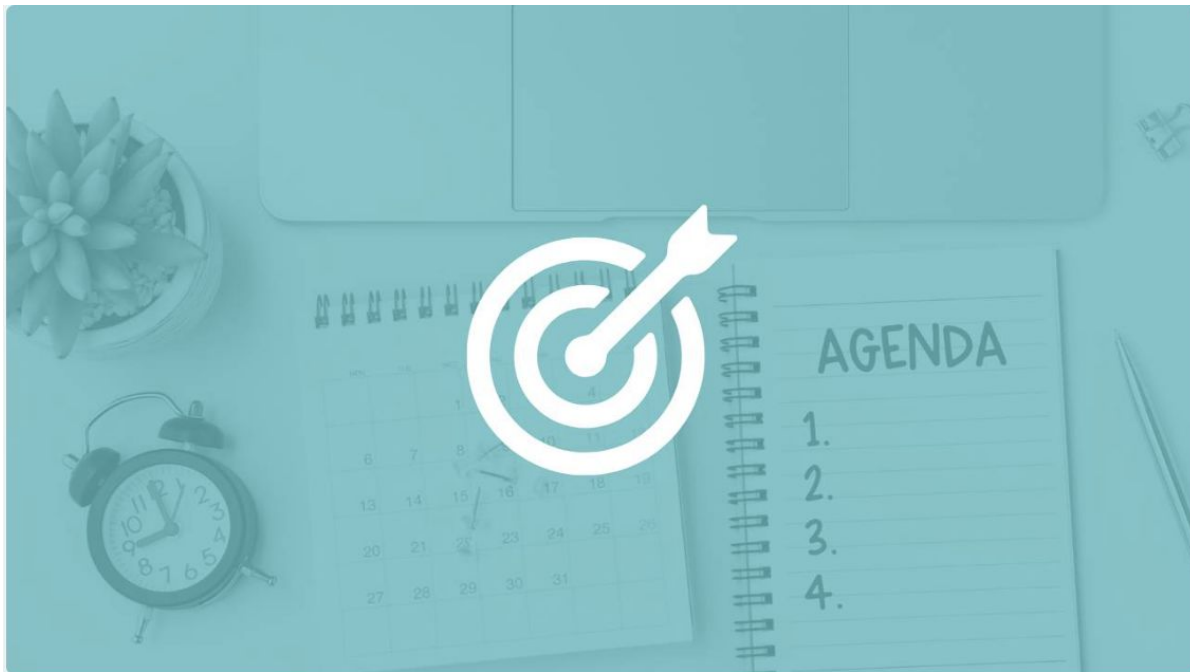
Learn advertising basics to grow your audience.

Learn how to drive the **Traffic** you need to reach your goals...



GROW YOUR TRAFFIC

Get your traffic to 3k+ monthly visitors with Meta & Google ads.



GET SALES NOW

Templated marketing events to follow.

The Secret Sale

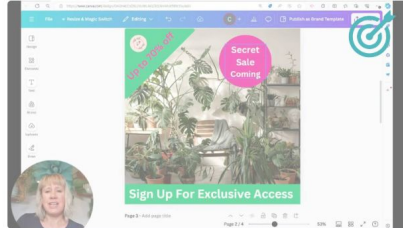
A repeatable marketing event to build your list and generate sales.

the ecommerce roadmap / Units / The Secret Sale



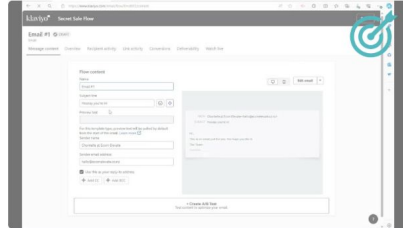
INTRODUCTION TO THE SECRET SALE

🕒 1 minute



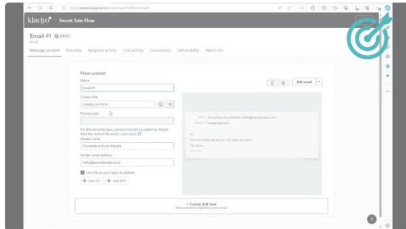
SECRET SALE: PREPARING FOR THE SALE

🕒 6 minutes



SECRET SALE: SETTING UP YOUR LANDING PAGE LIST + WELCOME FLOW

🕒 8 minutes



SECRET SALE: SETTING UP THE SECRET SALE COLLECTION

🕒 5 minutes



SECRET SALE: LAUNCHING YOUR SECRET SALE EVENT

🕒 4 minutes




SECRET SALE: SUMMARY & NEXT STEPS

🕒 Less than 1 minute

Real strategies
No gatekeeping User friendly
actionable advice
Answers are helpful I trust them
Really clear Human support system Organized
Coaches looking 1:1 at my business
Help for anything
tracking my numbers
Transparent Growth plan calls
Genuine No gatekeeping support
The Coaches! step-by-step instructions
Clarity and certainty Camaraderie
Guidance Concrete advice
QUICK replies

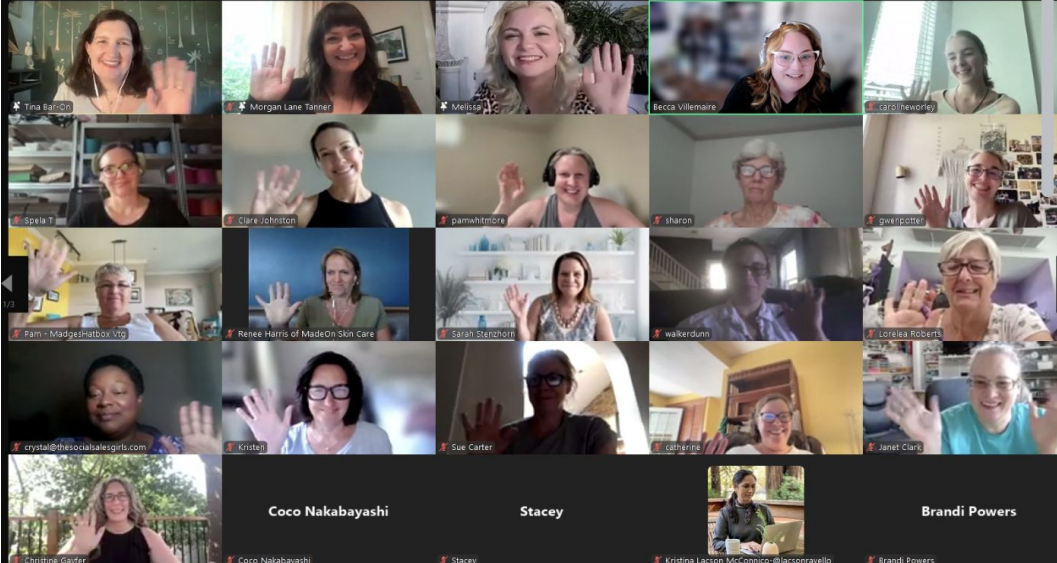
Finally have the
Community you've
been looking for!



 **TSSG Team**
Admin 🛡️ Level 3 contributor · 3 days ago · 🗨️

Thanks to everyone who joined us for the 30-day growth plan call this afternoon! Use this thread to share your goal and action plan with us, even if you didn't join us for the call.

If you haven't filled out your funnel yet, find the training in the classroom here:
<https://classroom.thesocialsalesgirls.com/.../2152118648>



A screenshot of a Zoom meeting grid showing 20 participants in a 5x4 layout. Each tile shows a person's video feed with their name at the bottom. The participants are: Row 1: Tina Egerton, Morgan Lane Tanner, Melissa, Becca Villemaire, Carol Newberry; Row 2: Spela T, Clare Johnston, Pam Whitmore, Sharon, Gwern Potter; Row 3: Pam - Madge's Hatbox 170, Renee Harris of MadeOn Skin Care, Sarah Storchorn, Walker Dunn, Lorelea Roberts; Row 4: Crystal @ thesocialsalesgirls.com, Kristell, Sue Carter, Catherine, Janet Clark; Row 5: Carיתה Qvafar, Coco Nakabayashi, Stacey, Kristina Laccson McConico @laccorazello, Brandi Powers.

Meet your Mentors
Our Policy: No question goes unanswered



Chontelle
thelilypot.co.nz



Melissa
bikepretty.com



Sarah
sarahandessie.com



Need 1:1 help? Book a call with a Coach.

Our Ecommerce Coaches are store owners and industry experts specializing in Tech, Strategy, Traffic and Conversion. Meet 1:1 on Zoom, and get the help you need!

Coaching calls start at \$45 and are *exclusively* available to Inner Circle members.

Annual Cost

\$690 Annual Member
Private Classroom
Ecommerce Roadmap™ training
Members only Community
Access to 1:1 Coaches
New Member Success calls
Free 1:1
Private Fast Track call

Qualifies for PayPal Credit
Save 2 months

Monthly Cost

\$69.97 Monthly Member
Private Classroom
Ecommerce Roadmap™ training
Members only Community
Access to 1:1 Coaches
New Member Success calls

Cancel any time

Where do you want to be 6 months from now?



Contact Us

www.thesocialsalesgirls.com

support@thesocialsalesgirls.com