Super Conversion Formulas Checklist

No	Criteria	Yes	No
1	Identify goals	☐	☐
2	Define value proposition	☐	☐
3	Set up conversion funnels	☐	☐
4	Communicate your value proposition	☐	☐
5	Carve attention grabbing headlines	☐	☐
6	Place important info above the fold	☐	☐
7	Build personal brand	☐	☐
8	Increase relevancy	☐	☐
9	Improve focus on your goal	☐	☐
10	Improve page load time	☐	☐
11	Optimize website text and layout	☐	☐
12	Optimize videos and images	☐	☐
13	Offer a lead magnet	☐	☐
14	Add sign up forms	☐	☐
15	Use exit pop-up	☐	☐
16	Identify leaks and close them	☐	☐
17	Remove the jargon	☐	☐
18	Improve content organization	☐	☐
19	Ensure all links are working	☐	☐
20	Convey message using a story	☐	☐
21	Add testimonials	☐	☐
22	Leverage usage numbers	☐	☐
23	Leverage reviews and ratings	☐	☐
24	Add your personal image	☐	☐
25	Set up Facebook page	☐	☐
26	Leverage power of twitter	☐	☐
27	Address hesitations and objections	☐	☐

28	Establish trust	☐	☐
29	Reduce risks	☐	☐
30	Compare with the competition	☐	☐
31	Remove distraction	☐	☐
32	Use power of scarcity and urgency	☐	☐
33	Use loss average	☐	☐
34	Make buying simple	☐	☐
35	Optimize your call to action (CTA)	☐	☐

Notes

Use this area for writing your notes