One Smart Conversion(TM) Action Sheet

Turn more existing interest into action before chasing more traffic.

If people are already reaching your page, offer, or message but too few take the next step, find the **first meaningful conversion bottleneck** before adding more traffic.

PROMISE > OFFER > TRUST > CTA > FOLLOW-UP

FIND YOUR CONVERSION BOTTLENECK

Rate each area from **1 (weak or unclear)** to **5 (strong and clear)**. Focus on the first weak point.

1. PROMISE Is it immediately clear what you help the visitor accomplish?	**Score** 1 2 3 4 5
2. OFFER Can they quickly understand what they're getting, who it's for, and why it matters?	**Score** 1 2 3 4 5
3. TRUST Do they have enough reason to believe you, the offer, and the next step?	**Score** 1 2 3 4 5
4. CTA Is there one obvious action you want them to take next?	**Score** 1 2 3 4 5
5. FOLLOW-UP What happens when someone shows interest but doesn't act immediately?	**Score** 1 2 3 4 5

My lowest score / first meaningful bottleneck:

What I notice about this bottleneck:

Your One Smart Move: Start with the first weak point. Fixing a later step won't help if people are dropping off earlier.

Run One 7-Day Conversion Test

One bottleneck. One change. One measurable result.

Choose **one improvement** tied directly to the bottleneck you identified. Keep the rest of the path stable so you can tell whether the change helped.

MY ONE CHANGE

The bottleneck I am testing:

The one thing I will change:

Why I believe this change may help:

What action counts as a conversion? (opt-in, reply, booking, purchase, etc.):

BEFORE YOU START

Current visitors / leads	Current conversions	Current conversion rate

7-DAY SCORECARD

Day	Visitors / Leads	CTA Actions	Conversions	Conversion Rate	Observation
1					
2					
3					
4					
5					
6					
7					

AFTER 7 DAYS

What improved, stayed the same, or got worse?

My next decision: KEEP / ADJUST / TEST a different bottleneck

Don't add more traffic to a path that isn't converting. Fix the first meaningful bottleneck, measure the result, then decide what to improve next.

One Bottleneck. One Change. One 7-Day Test.
One Decision. One Action. One Result.