

# The Psychology Behind Conversion Rate Optimization

## 10 Point Checklist

**Tim Ash**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**"You should always innovate with the  
presentation of your product."**

**TIM ASH**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Take note of the three things that must happen at the same time for a conversion to occur: motivation, ability and trigger.
- Try different conversion optimization practices. Combine a few different strategies to see what works best for my offer or product.
- Study psychology to understand people's motivations. This will help me come up with a better approach to get conversions.
- Include instant gratification in my conversion process. Use something like a free offer to inspire people to take action without any costs.
- Use payment plans to entice potential customers to purchase high-priced services. This will lower barriers and help make my customers commit.
- Offer my potential customers a free one-month subscription so they can get familiar with my service.
- Ask first-time subscribers for their payment details and let them know they will be billed after the first month if they don't unsubscribe. Don't forget to notify subscribers three days before charging them.
- Keep my triggers as simple as possible. Triggers are effective when they are easy to understand.
- Strategically design my website by adding elements to entice my viewers. Visual representation plays a big role in getting conversions.
- Focus on making my site convenient to visitors. Make sure they get what they want without any hassle.