

# Talk Business To Me

Jenn's Online Business Dictionary



Back in the early days of my business, I wondered why there wasn't some resource available that clearly defined all these online business terms I kept hearing.

After years of wondering, I decided to create it myself!

This Online Business Dictionary isn't completely comprehensive, and some definitions may differ slightly from other people's, but it's an all-in-one place to find the answer to what PPC actually means, the difference between copyright and copywriting, and all kinds of business terms you hear tossed around in conversations.

You totally don't have to read through it, though you might find it helpful! It's simply here as a resource for you when you need it.

And if you can think of any terms you'd like to see added, feel free to email me and let me know. I'm planning on adding more terms in the future.

— Jenn Robbins



Oh, and maybe you're wondering who I am! Lemme tell ya:

*I'm Jenn Robbins.*

As a conversion copywriter & funnel expert, I support established women business owners with high-converting sales funnels - getting them the qualified leads, sign-ups, and sales that push them one step closer to EPIC WEALTH.

Street cred includes creating opt-in pages converting at a whopping 70%, and clients literally making back their investment times 10 within weeks of implementing their freshly optimized funnel strategy and copy.

I live with my firefighter husband and toddler in a zero stoplight town in Oklahoma but work with influential women across the globe. Discover how I can help you get clients coming in your virtual door every day at [www.jennrobbins.com](http://www.jennrobbins.com).

# Jenni's

## Online Business Dictionary

**Autoresponder:** A service/function that allows you to automatically send out emails to a group, or to several different groups, of people. Most email service providers offer autoresponder options.

**Affiliate:** Someone paid a commission for sharing an offer with their audience. Typically an affiliate is paid a percentage for each sale that comes from their custom link.

**Banner Image:** The big picture at the top of most websites. Also known as a hero image. This is prime real estate to deliver your message.

**Bounce Rate:** The percentage of people who land on a website and do nothing before leaving.

**CAN-SPAM Act:** US law designed to set requirements and regulations for commercial emails. Some requirements include not using false or misleading header information or deceptive subject lines, telling recipients where you're located, and providing a place to unsubscribe from future emails.

**Challenge:** A common marketing tactic to build an email list by offering free content for a set number of days.

**Click-Through Rate:** The percentage of the total number of subscribers who clicked a link in an email campaign.

**Confirmation Email:** The email sent to confirm the action someone took, like a new subscriber being added to your email list (Opt-In Confirmation Email), a person has been registered for your webinar (Webinar Registration Confirmation Email).

**Content:** Written (or spoken) words designed to be informational or experiential. An example of content would be a blog post.

**Conversion Rate:** The percentage of visitors/readers to your website/landing page/email that complete a desired goal out of the total number of visitors/readers. The higher the rate, the better.

**Conversion Copy:** Written (or spoken) words designed to drive the reader to take a specific action. An example of conversion copy would be a sales page.

**Copy:** Written (or spoken) words designed to persuade the reader. An example of copy would be a white paper.

**Copyright:** A law that gives the owner of a work (like a blog post, website, online course) the right to say how other people can use it. You do not have to file a copyright for your work to be protected.

**Copywriting:** The act of writing copy. Not related to copyright.

**Cross-sell:** Selling an unrelated product or service to a new or existing customer. An example would be selling an online course on home organization and then selling an online course on budgeting to the same customer.

**CTA:** Stands for Call to Action, an image or line of text that prompts your visitors, leads, and customers to take action. This is typically a button, though could be as simple as asking a reader to reply to the email.

**Double Opt-in:** A person fills out your signup form, clicks submit, and is then sent an Opt-In Confirmation Email. They are only added to your email list after clicking the link in that email. This is one of the requirements of GDPR.

**Downsell:** Selling a less-expensive product or service to a customer when the customer decides not to purchase the more expensive offer. An example would be selling a do-it-yourself toolkit when a customer turned down a done-for-you offer.

**Email Scrubbing:** When you remove unengaged subscribers from your email list so that you can market only to people who want to receive your emails.

**ESP:** Stands for Email Service Provider, which is the software used to send, schedule, and automate email delivery.

**Evergreen:** Offers or content that are always available or relevant. Evergreen courses are available year round, evergreen blog posts will be relevant year after year, etc.

**Freebie:** Something of value given in exchange for an email address. Actual item varies by industry, but is usually a free download of some kind. Can also be called a lead magnet.

**GDPR:** An EU regulation designed to protect the privacy of EU residents. There are too many requirements to list in a small definition. While it only applies to EU residents, if you do business with people around the world your business should strive to be GDPR compliant. Seek legal advice on how to do so.

**Hero Image:** The big picture at the top of most websites. Also known as a banner image. This is prime real estate to deliver your message.

**ICA:** Stands for Ideal Client Avatar, a detailed profile of your ideal customer/client.

**Influencer:** Someone who has the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience. This doesn't necessarily mean they have a huge following; they may have a small active niche that they are influential in.

**Landing Page:** A single web page with only one goal: to drive the reader to take action in response to an SEO search result, marketing promotion, email, or an online ad. Marketers also call it a "lead capture page", "static page", or a "destination page".

**Lead Magnet:** Something of value given in exchange for an email address. Actual item varies by industry, but is usually a free download of some kind. Can also be called a freebie.

**Long-form Sales Page:** A long landing page (single web page) with the single goal of driving the reader to purchase your offer. Typically packed full of stories, graphics, videos, a long-form sales page is the right choice when selling a high-ticket offer or selling to an audience with low awareness of the offer.

**Open Rate:** The percentage of the total number of subscribers who opened an email campaign.

**Opt-in:** Express permission by a recipient of an email or other direct message to allow a marketer to send information or more messages. Sometimes used by marketers to describe the page where people opt-in OR the freebie

**OTO:** Stands for One Time Offer. It's a limited time offer made to someone who just purchased another offer. This can be an upsell to the offer they bought, or a downsell if they did not buy a previous offer.

**Pop-up:** Anything that pops up on a web page. It could be an ad, a free offer, or a coupon code. They can be timed, based on click activity, or an exit.

**PPC:** Stands for "Pay Per Click", a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.

**PLC:** Stands for Pre-Launch Content, content you share before a launch to create awareness and build your audience. This includes all kinds of content like videos, blog posts, emails, and special events.

**Sales Funnel:** An automated method of building a relationship to create new customers and clients.

**Sales Page:** A landing page (single web page) with the single goal of driving the reader to purchase your offer. There are two common versions of sales pages: long-form and short-form.

**SEO:** SEO stands for Search Engine Optimization, the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

**Single Opt-In:** A person fills out your signup form, clicks submit, and they are added to your email list.

**Short-form Sales Page:** A short landing page (single web page) with the single goal of driving the reader to purchase your offer. This page contains all the necessary information about the offer without going into extreme detail or repeating over and over. This is the right choice when selling a lower-ticket offer to selling to an audience with high-awareness of the offer.

**Social Proof:** The psychological phenomenon where people assume the actions of others to try to reflect correct behavior. In marketing, this helps encourage people to buy by using testimonials, case studies, or other evidence to show that people are buying your offer.

**Thank You Page:** The single web page your reader/buyer is redirected to after signing up/purchasing your offer.

**Thought Leader:** Someone whose views on a subject are taken to be authoritative and influential.

**Trademark:** A design, symbol, word or phrase that identifies the source of your products and distinguishes them from the products of other companies. These can be registered to protect others from using the same trademark.

**Tripwire:** A must-have low priced offer that's designed to convert an audience into customers. This small offer lets someone invest money with you with low stakes, increasing the chance that they'll buy from you again.

**Upsell:** Selling a more expensive product or service to a customer, or selling a complementary product or service, increasing the overall profit margin of the sale. An example would be adding VIP coaching to an online course.

**Warm-Up Sequence:** A group of emails that are sent to your subscribers after you haven't been emailing them for a period of time.

**Webinar:** An online event connecting individuals with viewers across the world, often used to teach valuable information to increase interest in an upcoming offer.

**Webinar Registration Page:** A specific landing page designed to get people to sign up for your webinar after clicking through a marketing promotion, email, or online ad.

**Welcome Sequence:** A group of emails that are sent to your subscribers when they just opt into your list.