

FREE GUIDE — 7 DAYS — 20 MINUTES A DAY

The 7-Day *Micro-Conversions* Starter Guide

For any business that wants more from the traffic it already has

Cosmin Claudiu Ambru

Marketing since 2006 | Lecturer, West University of Timisoara
7 Google certifications | Network of ~80 specialists

microconversions.eu



01 — BEFORE YOU START

Small steps, *big results*

In seven days, with 20 minutes a day, you will map your funnel, pick three micro-conversions, measure them, fix the biggest leak and leave with a 30-day plan.

WHO THIS IS FOR

You already get visitors, calls or messages, but too few of them become customers. You do not need more traffic first. You need to see where the small decisions are lost.

THE MATH THAT MAKES THIS WORTH 20 MINUTES

Improve each of 5 steps by only 2% and the whole funnel grows by $1.02^5 = +10.4\%$. Small gains multiply. That is the +10% floor this guide is built around.

How to use this guide

- 1 One page per day. Read it, then do the 20-minute exercise.
- 2 Write in the guide or on paper. Numbers beat opinions.
- 3 Do not skip ahead. Each day builds on the previous one.
- 4 Use the tracker on page 11 to keep your three numbers in one place.

02 — THE SIX STEPS

Every sale is a chain of *small yeses*

Customers do not jump from stranger to buyer. They pass six small decisions. Each one is a micro-conversion you can see, measure and improve.

STEP 1

Attention

Someone notices you. A scroll, a click, a video watched for 10 seconds.

STEP 2

Intent

They lean in: a second page, a pricing look, a question typed.

STEP 3

Trust

They check proof: reviews, results, who is behind the offer.

STEP 4

Identity

They say who they are: an email, a name, a quiz answer.

STEP 5

Commitment

A small yes: a download, a booking, a first purchase or call.

STEP 6

Return

They come back: a reply, a second visit, a referral.

$$1.02 \times 1.02 \times 1.02 \times 1.02 \times 1.02 = +10.4\%$$

Five tiny improvements multiply. This is the +10% floor behind this guide.



DAY 1 — 20 MINUTES

Map *your funnel*

Draw the path from first contact to payment on one sheet.

TODAY'S EXERCISE

20 MIN

- 1 List every place a stranger meets you: ads, search, social, referrals.
- 2 Write the next action after each one, in order, as boxes with arrows.
- 3 Mark the box where you think most people quietly disappear.

YOUR NOTES

Tips & *tricks*

TIP 1

Use verbs, not features:
'sees', 'asks', 'books'.

TIP 2

Include offline steps such
as phone calls and
messages.

TIP 3

Keep it to 8 boxes; more
means you are describing,
not mapping.

DAY 2 — 20 MINUTES

Pick *3 micro-conversions*

Choose the three small yeses that most predict a sale.

TODAY'S EXERCISE

20 MIN

- 1 Review the six steps (Attention to Return) and write one possible micro-yes for each.
- 2 Score each from 1 to 5 on: easy to measure, close to money, easy to improve.
- 3 Keep the top three and name them clearly.

YOUR NOTES

Tips & *tricks*

TIP 1

A good micro-conversion takes the visitor under 60 seconds.

TIP 2

Prefer actions that reveal intent over vanity clicks.

TIP 3

Never track more than three at the start.

DAY 3 — 20 MINUTES

Measure *the baseline*

Get one honest number for each micro-conversion.

TODAY'S EXERCISE

20 MIN

- 1 Open your analytics, CRM or even a notebook and count the last 30 days.
- 2 Write each rate as 'X out of Y'.
- 3 Add the date. This is your starting line.

YOUR NOTES

Tips & *tricks*

TIP 1

No tool? Count by hand for 3 days and multiply.

TIP 2

Rough and true beats perfect and late.

TIP 3

Screenshot the numbers so you cannot argue with them later.

DAY 4 — 20 MINUTES

Fix *the biggest leak*

Find the step with the largest drop and change one thing.

TODAY'S EXERCISE

20 MIN

- 1 Compare the three rates and circle the weakest.
- 2 Write 3 reasons people could stop there: unclear, risky, slow.
- 3 Change only the cheapest fix today: a headline, a button, a proof block.

YOUR NOTES

Tips & *tricks*

TIP 1

Make the next step more obvious than the current one.

TIP 2

Move one review next to the decision point.

TIP 3

Remove one field, one click or one paragraph.



DAY 5 — 20 MINUTES

Build *a follow-up routine*

Make sure every small yes gets an answer within a day.

TODAY'S EXERCISE

20 MIN

- 1 Write one short message for each micro-conversion.
- 2 Set a daily 10-minute slot to send them.
- 3 Add a second message after 3 days for those who stayed silent.

YOUR NOTES

Tips & *tricks*

TIP 1

Personal beats polished.

TIP 2

Ask one easy question instead of pitching.

TIP 3

Log who replied; replies are your Return step.



DAY 6 — 20 MINUTES

Run *one small test*

Compare two versions of one element for a week.

TODAY'S EXERCISE

20 MIN

- 1 Pick the fixed leak and write a version B.
- 2 Split traffic or alternate days: A on odd days, B on even days.
- 3 Decide in advance what counts as a win.

YOUR NOTES

Tips & *tricks*

TIP 1

Test one thing at a time.

TIP 2

Never stop a test after two days.

TIP 3

Small lifts of 3-5% are worth keeping.

DAY 7 — 20 MINUTES

Conclusions *and 30-day plan*

Read the week and commit to the next 30 days.

TODAY'S EXERCISE

20 MIN

- 1 Compare the baseline with today's numbers.
- 2 Write what worked, what did not, what surprised you.
- 3 Choose one micro-conversion per week for the next 4 weeks.

YOUR NOTES

Tips & *tricks*

TIP 1

Keep what moved the number; drop the rest.

TIP 2

Schedule a 20-minute weekly review.

TIP 3

Share results with someone who will hold you to them.



TRACKER — YOUR THREE NUMBERS

Measure *what matters*

Fill this in on day 3 and again on day 7. The difference is your result.

MICRO-CONVERSION	DAY 3	DAY 7	CHANGE
Visitor to lead rate	_____	_____	_____
Lead to conversation rate	_____	_____	_____
Conversation to sale rate	_____	_____	_____

Your *30-day plan*

WEEK 1

Repeat the best test on your strongest page.

WEEK 2

Improve the second weakest step.

WEEK 3

Add one new proof element (review, case, number).

WEEK 4

Re-measure everything and set the next +10% target.

Rule of the month

Change one thing, measure it, keep it or drop it. Twenty focused minutes a week beat a redesign you never finish.

ABOUT — WHO IS BEHIND THIS GUIDE

Cosmin Claudiu *Ambru*

I have worked in marketing since 2006, built websites since 2007 and done graphics and video since 2009. Since 2018 I teach digital marketing, including at the West University of Timisoara (Atelierul Digital). I hold 7 Google certifications, 2 degrees and 3 accreditations, and work with a network of about 80 specialists.

2006

in marketing

7

Google certs

2018

teaching since

~80

specialists

What clients *say*

“

Growth of 3000% after we rebuilt the funnel step by step. Cosmin sees the small leaks nobody else notices.

Roland
AIRVAPE

“

Clear plan, honest numbers and real support. Our bookings became predictable.

Cristina Dina
Estetique Clinique

“

Twelve years of working together. Still the first person I call before any marketing decision.

Mihaela
Client since 2014

“

Simple changes, visible results. He explains everything in plain language.

Adrian C.
Jiguja Drink

NEXT STEP

Let's find your *next +10%*

Want me to look at your funnel with you? Book a free 20-minute call.

PHONE / WHATSAPP

+40 740 060 612

EMAIL

contact@ambru.ro

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