GURU CONFERENCE 2026 · TURNING ATTENTION INTO SALES

From Attention to Action

How to Build Marketing That Actually Moves People to Buy

Scharrell Jackson

International Keynote Speaker, Global Executive Coach, and CEO of Leadership in Heels and STJ Consulting Services

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AUTHENTIC • INTIMATE • POWERFUL

THE ONE QUESTION

What is this supposed to make the right person do next?

Every email. Every post. Every event. Every dollar.

Busy is not the same as growing

WHAT ACTIVITY LOOKS LIKE

- Opens and likes
- Followers and impressions
- Events that fill the room
- Newsletters sent on schedule

WHAT GROWTH LOOKS LIKE

- Booked consultations
- Signed proposals and purchases
- Donations and renewals
- Referrals and repeat buyers

Visibility is a cost. Movement is the return.

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I read marketing the way a CFO reads a P&L

$3.5M → $400M
Revenue growth as Partner, COO and CFO

$52M → $300M+
Revenue growth in one year as COO in FinTech

17
Mergers, acquisitions and integrations led

25+
Years of C-suite and executive leadership

Marketing is a request for a decision.

Open me. Trust me. Click. Register. Buy. Come back.
If you can’t name the decision, your customer can’t make it.

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THE FRAMEWORK

Attention to Action, in six decisions

01
Attention
"Is this for me?"

02
Trust
"Can I believe you?"

03
Relevance
"Does this solve my problem now?"

04
Decision
"What exactly do I do next?"

05
Conversion
"Is it easy and safe to say yes?"

06
Relationship
"Was I right to choose you?"

STAGE

01

Attention

YOUR BUYER IS ASKING

"Is this for me?"

YOUR MARKETING'S JOB

Name the right person's problem in their words. Not your logo. Not your services.

IN YOUR EMAIL

A subject line and preview text that name one problem for one person.

MEASURE

Opens and reach: signals of attention, not proof of growth.

STAGE

02

Trust

YOUR BUYER IS ASKING

"Can I believe you?"

YOUR MARKETING'S JOB

Prove it before you pitch it: results, stories, specifics and consistency.

IN YOUR EMAIL

A client story with a real before and after. A lesson you teach freely.

MEASURE

Replies, reading time, return visits and forwards.

STAGE

03 Relevance

YOUR BUYER IS ASKING

"Does this solve my problem, right now?"

YOUR MARKETING'S JOB

Connect your offer to what they face this season. Segment it. Time it.

IN YOUR EMAIL

A segmented send that speaks to one stage and one need.

MEASURE

Clicks to the specific offer, not to your homepage.

STAGE

04 Decision

YOUR BUYER IS ASKING

"What exactly do I do next?"

YOUR MARKETING'S JOB

Make one clear request. One next step, not five competing calls to action.

IN YOUR EMAIL

One button. One action. One deadline.

MEASURE

Consultations booked, RSVPs, carts started, applications submitted.

STAGE

05 Conversion

YOUR BUYER IS ASKING

"Is it easy and safe to say yes?"

YOUR MARKETING'S JOB

Remove friction and fear: a simple checkout, a clear price, a fast human follow-up.

IN YOUR EMAIL

The reminder, the FAQ, the honest "doors close Friday."

MEASURE

Purchases, donations, signed agreements and revenue.

STAGE

06

Relationship

YOUR BUYER IS ASKING

"Was I right to choose you?"

YOUR MARKETING'S JOB

Deliver, then deepen. The sale starts the relationship; it doesn't end the campaign.

IN YOUR EMAIL

A welcome series that confirms their decision and invites the next one.

MEASURE

Repeat purchases, renewals, referrals and lifetime value.

MOVE 1

Define the outcome before the campaign

WRITE THIS SENTENCE FIRST

This campaign exists to move [who] from [stage] to [action] by [date], producing [business result].

EXAMPLE

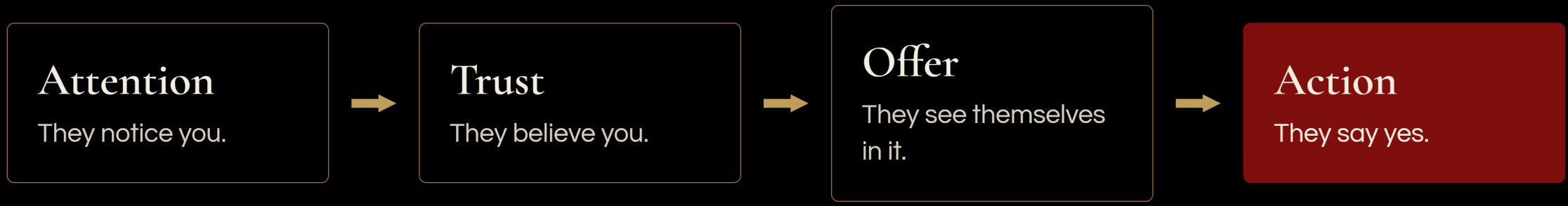
Move past event attendees from Trust to Decision by booking 25 strategy calls by December 15, producing $50,000 in new engagements.

Give every asset one job

Asset	Stage	Its one job	The next step
Social post	Attention	Stop the right person	Join the list
Welcome email	Trust	Confirm they chose well	Read the client story
Newsletter	Relevance	Speak to this season’s problem	Click to the offer
Event invitation	Decision	Get a yes on the calendar	RSVP
Event follow-up	Conversion	Turn the room into a decision	Book the call

MOVE 3

Build the bridge from attention to action



THE BRIDGE IS BUILT FROM THREE MATERIALS

Proof. Specificity. One clear next step.

MOVE 4

Measure movement, not activity

Stop reporting only…	Start reporting…
Open rate	Reply rate and clicks to the offer
Followers	List growth from the right audience
Event registrations	Show rate and post-event bookings
Content published	Consultations, carts and applications started
Emails sent	Revenue, donations and renewals per send

Activity says you showed up. Movement says it worked.

Five places engagement leaks before it converts

01	**Too many asks.** Five links and no decision.
02	**Trust skipped.** Pitching people who just met you.
03	**One message for everyone.** The same email for every stage of the journey.
04	**Friction at the finish.** Broken links, long forms, an unclear price.
05	**No follow-up.** The event ends, and so does the relationship.

YOUR MONDAY MORNING AUDIT

Before you hit send, answer five questions

1 What business outcome does this serve?

2 Where is this reader in the journey?

3 What is this email's one job?

4 What is the one next step, and is it easy?

5 How will I know it moved someone?

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The goal is not more marketing. It is more intentional marketing.

Marketing that moves the right people toward the right action.

It all starts with a decision.

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ONE CLEAR NEXT STEP

The Next Level Leadership Series

Friday, November 20, 2026 · Live on Zoom

A one-day experience for leaders and business owners ready to make the decisions that take them to the next level.

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SCAN TO RESERVE YOUR SEAT

Questions? Let’s go live.

CONTACT

SCHARRELL JACKSON

INTERNATIONAL KEYNOTE SPEAKER, GLOBAL EXECUTIVE COACH & AUTHOR

www.scharrelljackson.com

scharrell@scharrelljackson.com

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