The Net Reporter

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Presents…

Jim Edwards

Landing Page Secrets
Webinar Series
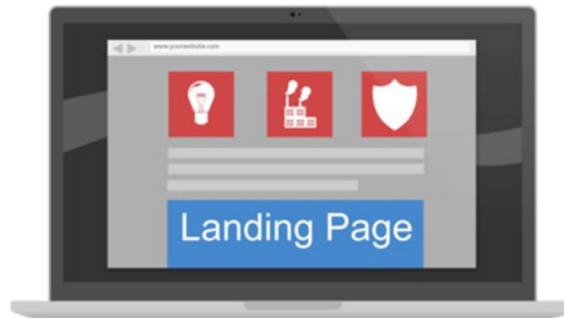
Landing Page

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Contents

Webinar Info

Topic:

"Landing Page Secrets"
How To Get The BEST Results From Every Landing Page You Create
(4-Part E-Course + Q&A Webinar)

Description:

On this 3-part webinar series we'll cover how to structure effective landing pages for more sales, more opt ins and more clickthroughs.

You can use these techniques to **get more opt ins for your email list**, **make more sales of your products and services**, and even **get more click-throughs to your affiliate offers**!

Heck, I'll *even* show you the 4 CRITICAL parts of ANY landing page, no matter what you sell or who you sell it to!

In fact, here's just a sample of what we'll answer for you and cover on this incredible, members' only webinar series:

- The 3 primary types of landing pages and how to best use each one...
- The 4 things your landing pages MUST do if you want to get great results...
- The single biggest mistake people make when "continuing the conversation" that got visitors to your landing page in the first place...
- How and when to use graphics to increase conversion...
- The tools I use to set up my landing pages...
- Specific tips and tricks to make landing page setup easier and more efficient...
- The biggest design mistake people make that will automatically kill your results...
- Why having a one-size-fits-all landing page is marketing suicide in today's online business world
- What to test on your landing pages, and in what order, to make more sales and get more opt ins...
- Text VS Video landing pages... which works better and why?
- ... and much, MUCH More!

Don't miss this breakthrough webinar series that will finally take the mystery out of landing pages and help you quickly get the results you want... no matter WHAT you sell or WHO you sell it to!

Introduction

Hey, everybody, Jim Edwards here and welcome to the Landing Page Secrets webinar series. This is actually going to be a series of five webinars that we're going to do.

The webinar we're doing today is Landing Page Fundamentals and Mistakes. Really a groundwork laying webinar.

Next webinar is going to be Opt in Landing Pages.

Webinar No. 3 is going to be Text Sales Letter Landing Pages.

Webinar No. 4 is going to be Video Sales Letter Landing Pages.

Then the fifth webinar we're going to do is on all the Q&A, so all the stuff that comes up as we're teaching these first four, as well as any questions you have, filling in the blanks and whatnot.

Like I said before we actually got started, this is a very comprehensive webinar series with what we're going to be doing. It also goes hand in glove with the webinar series that we've done previously on how to write great ads.

Webinar #1

Let's not have any delays, let's just jump right in with webinar 1, Landing Page Fundamentals and Mistakes.

One thing just for everybody who is here live, I would encourage you to go ahead and ask questions. Reminder up in the Q&A box. Normally it's to the upper right in your webinar control panel. We just encourage you to ask questions and to make sure that you help me to leave no stone unturned as far as getting the information that you need.

What is a Landing Page?

What is a landing page? It's interesting, you hear the term thrown around, landing page, but if you sit down and try and define it, what actually is a landing page? The simplest definition, it's a page that somebody goes to on a website.

As far as we're concerned, a landing page is really the next step in the conversation with a customer. The conversation starts with them clicking on an ad. They click on an ad at the end of an article. They click on an ad at the end of a video, an e-mail, pretty much anywhere that they click to get more information because it's something that they're interested in, the conversation has been started.

Then where we try to convert them and get them to do what we want is on the actual landing page.

Another thing that a landing page does, it makes a specific offer to a specific audience. That's important. For example you go to Amazon, I was just on Amazon two minutes before this webinar started looking at a book that somebody had told me about. For me in that particular instance, that was a landing page making a specific offer to a specific audience because I was interested in that book.

I was having literally a conversation with someone and they told me about the book. I arrived at the landing page, read about the book, saw the picture and decided to do what

everybody does, which is to send my wife a link and say honey, please buy this for me, because she loves buying stuff off of Amazon.

That's a great example, I was the right audience on the right landing page and literally a conversation sent me there. That conversation can be verbal, it can be an ad, it can be an article, it can be a video, it can be the end of just whatever, anything that moves somebody along. There's a conversation going on in their mind.

The other thing, a landing page has a clearly defined purpose for the page. Typically you only want your landing page to have one purpose and this is very critical. Those of you who are familiar with a concept from a few years back called mini-sites, a landing page really is the same concept that went with a mini-site. However it's applied, instead of a mini-site being a one page website, a landing page is just a single page on a website, typically on a website that has multiple pages. But that landing page has one specific defined purpose, which is usually to either get an opt in, getting somebody to subscribe, make a sale, or get a click, which means it's bridging to another offer of some type.

An example of this type of landing page, a lot of people now are doing content marketing and they actually pay to drive people to pages where they display articles, display videos. Then from that page they drive traffic. So literally the whole purpose of that landing page is to get somebody to click to then go to typically another landing page.

Another outcome, clearly defined purpose for a landing page is to get somebody to make a phone call.
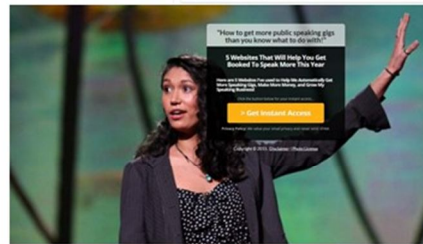
But pretty much, if you want to break it down even simpler than that, the main purpose of a landing page, only having one applied to each page is to get somebody to fill out a form. This is really what an opt in is, get somebody to fill out a form, whether it's simply to ask for e-mail all the way up to asking for somebody's personal information. It's to get somebody to fill out a form to get them to buy something or to click over to something else or to get them to pick up the phone and make a phone call.

That covers you for 99 out of 100, or even more, 999 out of 1000 cases on the Internet of a landing page. Continues a conversation, makes a specific offer and has a clearly defined purpose in one of four areas. Get somebody to fill out a form, make a sale, and get somebody to click over to something else or to pick up the phone.

Continuing the Conversation

As far as this concept of continuing the conversation, this is really the key concept for how ads and landing pages work together. Continuing the conversation means that it is a continuation of thought where the ad then leads to a landing page where it just continues on exactly with what that person is interested in.

The landing page makes a specific offer to a specific audience consistent with the ad they saw that got them to the page. That includes look and feel, images and language.

If you look at this, this ad actually has a five percent click through rate, which is really good. That's a really good click through rate. And the conversion rate on the page is above what many people consider the industry average for cold traffic, which is somewhere, around 20 percent. If you can do better than 20 percent opt in on cold traffic you're doing well. That's above the average.

If you look at the ad and you look at the landing page, the words are similar. In fact, they're in some cases completely duplicated and the picture is exactly the same.

The ad and the ideas and the messages and everything between the ad and the landing page are completely consistent both in the language that's used, the images that are used and just the total look and feel. Everything is congruent. And that's critical to increase your conversion and not to lose people along the way.

A lot of this is like pouring water from one bucket to the next. Think about one guy standing here with a bucket and he's pouring water into another person's bucket and his bucket has a couple holes in it and the other person's bucket has a couple holes in it As soon as they make that pass you're losing water here and you're losing water here as far as the click throughs. So the more you can plug those holes by not making people go wait a minute, what does this have to do with the ad? You break their concentration because you're using a totally different look and feel and graphics from the ad to the landing page, these are things that are going to affect your conversion rates, so you want to continue that conversation.

I think it's interesting about conversion and conversation, how much the roots of those words are related, I don't know.

What are the Main Parts of Any Landing Page?

What are the main parts of any landing page? Again, we're going to be learning in depth about the three main types of landing pages over the next three webinars, but what are the main parts of any landing page that they all have in common? What they all have in common is a headline. They have something that grabs attention.

Main Parts Of Any Landing Page

- Headline (grab attention)
- Build Curiosity / Interest
- Agitate emotions (pos. or neg.)
- Offer "next step" (solution)
- Clear "Call To Action"
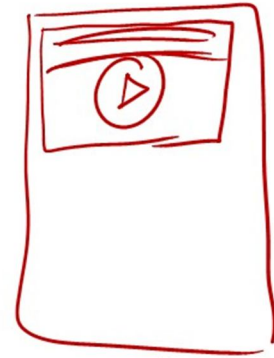
Landing Page

Typically if you think about it, you're going to have a page and that headline is right there at the top. Now in some cases it may be that the headline is not at the top of the page but it might be the first words that are displayed in a video or the first words that come out of your mouth on a video. But be that as it may, the whole point is the first thing that has to happen on any landing page is that you grab people's attention and let them know that they are in the right spot.

You also need to build curiosity and interest because you've grabbed them, you've started the conversation, and you've let them know that they're in the right spot. Now you need to hook them. You've grabbed their attention, now you've got to hook them in.

Then what you need to do is build emotion. Depending on the sales page that you're doing, these may be one sentence each, it may be a word, it could be a whole page devoted to building curiosity. It just depends on the type of page. We're going to talk about that with each one in the upcoming webinars.

The other thing you want to do is agitate their emotions. Once you've grabbed their attention, you've hooked them in with the curiosity and you've built their interest, then you've got to stir them up emotionally. Because the reason anybody buys, and when we use the term buying you think of money. But there's only reason somebody converts, the reason somebody converts either to sign up for something, to give you money, to give

you their information, to pick up the phone and risk talking to somebody on the phone. You have stirred them up emotionally enough that it's overcoming their desire not to call or not to buy or not to sign up. So you've got to stir them up emotionally because it's a rule of sales that when people buy, they buy based on emotion. They act based on emotion. And then they justify later with logic. So you've got to stir up their emotion.

The next thing that any landing page does is offer the next step or the solution. It could be as simple as getting a free report or buying the software or calling for your free consultation or whatever it is, the next step after you've grabbed them. You've built up their curiosity and interest, you've stirred up their emotions with their emotional hot buttons and then you show them, okay, now, this is the thing that's going to give you the solution to your problems. It's going to help you to satisfy your desire, whatever it is.

Then you have a very, very clear call to action. Call now. Pick up the phone. Fill out the form. Click the button. Put in your credit card. Download your copy. Whatever it is, it is a very, very clear call to action that they know exactly what they're supposed to do, how they're supposed to do it, where they're supposed to do it and when they're supposed to do it. There's no ambiguity whatsoever.

One of the best calls to action on the entire Internet is click here now. There's no screwing that up. Everybody understands that. A lot of people have tried to beat that as far as calls to action, but the No. 1 call to action to get somebody to do anything is click here now.

What Are the Different Types of Landing Pages and Their Purposes?

What are the different types of landing pages and their purposes? We're going to look at each one real quickly and then I'm going to show you some examples so that we're all literally on the same page as far as when we're talking about a specific type of landing page and its purpose.

Opt-in Landing Pages

The first one is opt in landing pages. Typically an opt in page is making some sort of a free offer with or without a video on the page. Typically the thing offered in exchange for that opt in is a report or a webinar or a newsletter.

I can tell you this as far as building up lists, I'd say from 1997 to 2006. My No. 1 way to get people to sign up was some sort of a free report or some sort of a mini-course. We call them mini-courses with a multi-part e-mail. Some sort of video or some sort of free thing was the No. 1 way.

Since 2007 my No. 1 way to get people to sign up for anything, or to sign up is with an offer of a webinar. The reason for that is because if you want the webinar you have to sign up. It's a natural thing. People don't really think about what you're going to do with their e-mail or anything like that. They know that if they want to attend the webinar or if they want to get access to the webinar replay they have to sign up. That's just how webinars work. As opposed to newsletters and reports where people are like, ah, do I really want it or anything like that.

The other reason that webinars work really well is because it's a natural thing. You have to sign up. The other thing is that there's a deadline, obviously, because a webinar is an event. An event has a date and a time, and so it's a fixed thing where they see it coming and know, okay, if I want to attend that webinar tomorrow at 3:00 o'clock, I have to sign

up. Unlike reports and newsletters, which are pretty much reports available all the time and a newsletter, you publish that every week.

This has been my No. 1 way by far to get people onto a list.

Let's look at some examples. I've actually got five different examples here that I want to show you. We'll look at them and just kind of make a couple notes about why they work and why they don't.

I'll show you this one and then I'll show you a derivation of this one and I'll tell you which one worked better. But basically you've got a headline at the top, Free Report: Five Keys to Creating Money Making eBooks Fast. Then I'm trying to arouse their curiosity with bullets. How you can sell eBooks for huge profit margins. Get the top five questions and challenges and how to overcome them. How to get started writing and publishing your own outrageously profitable eBooks quickly.

Then I'm trying to agitate them emotionally, so how you can sell for huge profit margins. Then I'm trying to scare them a little bit, too. Can you still make money in today's market? Is Amazon's Kindle Select Program any good? How do I get my eBook published?

I'm trying to play on a little bit of fear with the emotion. I just tell them, just enter your first name and e-mail address and click to send my free report button.

This is one example. This doesn't have a video or anything on it. That's one version.

Now another version offering the same thing is this one with a headline, and then it has the picture with the box moved up to the top. And I have this in here, Yes, I'm ready to discover how to create money making eBooks fast and easy and sell eBooks for huge profit margins. Please send my free report now.

Then it's got actually a little bit less text and I'm just using bullets to arouse curiosity and build their interest. Then I've got a specific call to action, send my free report now. Send my free report now.

This one right here outperformed this one. That was in a straight up head-to-head A/B split test.

I personally think that if you're going to err, especially on an opt in page, if you're going to err one way or another, rather long or short, you're better to err on the side of short. Then test adding more content to see if you can increase conversion, rather than to start long and start chopping stuff away. That's just one example.

I think also just the whole offer is right up front. How I perceive payoff, low barrier to entry, clear call to action. I've got the emotional hot buttons right here in the yes. So there you go.

I see a couple questions in here.

Suzanne says "I've also heard you say that free offers should be the same type format of product you'll be selling."

Yes. And we'll talk about that more on the second webinar. But the gist is if you're selling downloadable information you should give away downloadable information. If you're selling software you should try and give away software, because people tend to buy what they tend to buy, they tend to get what they tend to get.

If you're trying to sell video then you should give away a video, that kind of a thing, rather than trying to get somebody to buy a book while you're giving away video. It doesn't work as well. I know that from actually testing.

Beth says "What if you're honestly not a good talker and don't do webinars?"

That's fine, then you don't offer webinars. I'm not saying the other stuff didn't work. I'm just saying that's what worked best for me with my personality and my style. If you don't want to do webinars, you don't do webinars. There are plenty of people who build

up huge lists that don't do webinars. I'm just sharing with you what works for me, so it's not to say that's the only way. It's just telling you how I've done it.

David asks "Do you track whether people use box No. 1 or box No. 2?"

The honest answer is no, I did not, and I probably should have but I didn't and I didn't really care. I'm just being totally transparent with you. I did not track. I thought about it at the time that I should and then I just didn't feel like it. Looking back it would have been actually pretty easy to use a different tracking tag for each form, but I didn't at the time think about it enough to actually do it.

Here's another one, and this one is for a webinar that we did in May. This page massively outperformed GoToWebinar as far as you've seen the GoToWebinar stuff. Here, I'll show you. This counts as a landing page. Just give me one sec.

This is typically what GoToWebinar's landing page looks like for promoting a webinar and this is a webinar that I'm doing tomorrow. Actually I would encourage all of you to be there, those of you who are here live. But this is a page that I used to promote a webinar this past May and it outperformed the typical registration rate for GoToWebinar. To the exact degree I can't tell you because there wasn't really a way to do a split test. But when I tested having people opt in on this page versus similar webinars with registration going straight to GoToWebinar and then tracking just raw clicks versus registrations, this one did do better.

Suzanne says "Do you know offhand which template that is in OptimizePress?"

This is actually done in OptimizePress. It says OptimizePress. I actually made this template myself, so this isn't an OptimizePress template. I built the template, and it wasn't hard. And I actually did kind of copy this, or I modeled this after some of the templates I've seen people using in lead pages and whatnot, but I made some changes.

But the gist of it is that I had a little pre-headline, Jim Edwards Presents a Free Workshop on Crafting Video Sales Letters That Work. Then I had a cool headline here, How to Make Video Sales Letters That Sell Like Crazy Without Wasting Time on Outdated Sales Copy Techniques That Don't Work. Then I had a call to action right there, Claim my spot now.

When you click that it opens up this thing where it's a really simple call to action or really simple what they need to do, just put in their name and their e-mail and it registers them. In this case it registers them automatically with GoToWebinar and with my autoresponder.

Then down here, this countdown timer was running until the webinar was supposed to start. Then I've got another sub-headline here with a cool curiosity builder. Watch this. We write an entire video sales letter live for a random volunteer on the webinar.

Then I'll show you these things again. Building up emotional desire and building credibility at the same time. Tells when it is. A little takeaway here. Space is limited. Live trainings always fill up. Then claim my spot now.

Not a ton of copy here. Let's just be totally honest right now. I should have set up one of these pages for this webinar and I was just being lazy. In the middle of launching this new software, in the middle of writing e-mails, in the middle of some family things that have been going on, and maybe it was laziness, maybe it wasn't. I don't know, but it wouldn't have taken much more time to set this page up, but I just didn't have the time. But this is a landing page and this is a landing page. Under ideal circumstances I would be using this landing page. Again, just that's an example.

But if you look at it, it's really straightforward as far as grabbing their attention, building that desire, building that curiosity, getting them emotionally involved, and then a real clear call to action. Let's put it this way. If claim my spot now isn't a clear call to action, the person that it's not a clear call to action for, probably is not qualified to be on my webinar. Because if they're too dumb to understand what claim my spot now means, we're going to have a hard time communicating about why they should ultimately buy software from me.

Suzanne just asks "Can you show on the Q&A or somewhere else how you do it in GoToWebinar and auto-response registration in one step?" I'll see if I can do that.

Anyway, that's another example… these are actually two examples. I will tell you that this one typically will convert better. And there's no magic as far as the colors or anything like that. It's just that the kind of the layout does seem to really help.

All right, let's look at another one.

This one is another opt in for a webinar. This one is actually an automated webinar. It follows the same basic formula and format. It's a headline up at the top. This one has a video that basically does problem, agitate, solve. Introduces the problem, makes the problem worse and then shows them and tells them how the webinar is going to help them solve their problem.

The bullets and whatnot pretty much restate exactly what's said in the video. Then above the fold over here we see, and we'll talk, again on individual webinars. We'll talk about above the fold and positioning things and looking at things on different platforms and whatnot, but in this particular case since we're not using the one click thing, like this one over here. I don't have to worry about positioning the opt in form above the fold because the button is up there. But in this particular case since we're using the button, or we're not using the button, we really want to have the form above the fold for them to opt in. This one is again pretty straightforward.

Then one more. This is an opt in page for offering a free report, access to a free report that I'm running ads on Facebook to get people in. This is asking for first, last and e-mail. In this particular iteration I'm testing people giving first and last as opposed to just first name.
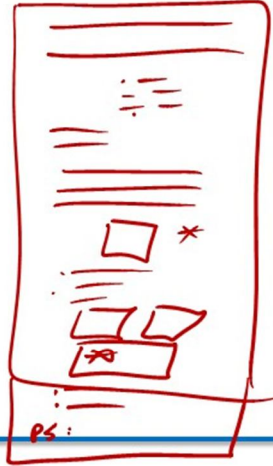
Then same thing, it grabs their attention but a little different format. Yeah, as far as layout. Not format, layout.

I'm not overly thrilled with this and I need to test a different example, or a different model. But as you can see, all of these are opt in pages and some work better than others. The big thing, I said we're doing a whole webinar on opt in pages, but make sure that you have a damn good headline and that your call to action is above the fold, meaning they don't have to scroll to get to where they need to be to get it to go. That's opt in pages.

Text Sales Letters & Landing Pages

Next let's talk about text sales letters and landing pages. Typically text sales letter landing pages take two forms, traditional long form copy and advertorial sales copy.

I don't need to show you guys a long form sales letter on the Internet. You've seen a long form sales letter on the Internet. Everybody has seen one of those. They're big long things. They've got a headline. They've typically got some bullets at the top. It says Dear So and So, From the Desk of whatever. Here's the problem you've got with this.

And here's the solution. And here are all the reasons why it's awesome. And here's what everybody says about it. And here's the big guarantee about it. And here's the price. And here's the price drop. And, I mean you can write those in your sleep. And then there's a PS down at the bottom. That's basically a long form sales letter.

One thing I'm seeing used to be very popular online. I've got so much I want to share with you, but one thing that happens online is that everything always circles back. Meaning what was working 15, 20 years ago that everybody stops doing because there's something new, doesn't mean it stopped working. It just means that people wanted to try something new, because most marketers get bored with their marketing long before customers do.

I used to do a ton of this and then stopped. I need to go back and try some of it again because I'm seeing it working which is advertorial content. I'm going to show you an example. Not from my site, but from somebody else's site, a guy name Ryan Dice. This is an advertorial, actually this is a long form sales letter disguised as content or as an advertorial.
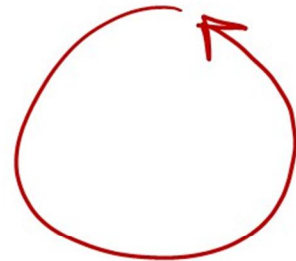
This is a page that's all about how to hire a content marketing manager. In fact, in the ad that they used to get people to this page, part of the ad said no opt in required. Because especially on Facebook, what's the thing when you see somebody offering something on

Facebook in an ad, typically if you bother to click on the ad. It's a marketing thing or a business thing; typically what do you know they're going to ask you to do when you get to the page? In the Q&A box. Typically what do you know they're going to do?

Exactly. Suzanne says "Sign up."

"Opt in," David says.

Right. You guys are absolutely right. They're going to ask you to sign up; they're going to ask you to opt in. And you're already jaded, so in this case you're ready for it. In this case, in their ad they said no opt in required, which got my attention.

Then the other thing they said in the ad was this posts to our blog. They didn't say read this. Or they didn't say, hey, go read this sales letter. It says read this from our blog. How to hire a content marketing manager.

All this is just a long web page. Even though it looks like you've got navigation up here, these are just called anchor tags, but it addresses all the what to, as far as a marketing manager, a content marketing manager.

Then the thing that they're selling here is a course on how to get certified as a content marketing specialist.

Now why would they do that? Well, a couple reasons. Somebody who is interested in working as a content marketing manager would be interested in learning how people would be taught to hire one. Also someone wanting to do something internally would be interested in maybe promoting from within.

The thing that they're selling here, they're telling you exactly how to hire somebody with this skillset. Then they're selling a course on how to get that skillset. We'll talk in a minute as to how I know that ad campaign is working. I'm going to show you when we talk about spying on your competitors and whether their ads and their landing pages are doing any good.

But this is just a giant sales letter disguised as content. It's done very, very well for them, and I'll show you why in just a minute. I'm not going to show you a bunch of different long form sales letters because you know what those look like. If you don't, tell me and I'll send you a list of ones that you can look at.

But this advertorial thing I think is really something that's worth paying attention to.

Video Sales Letters
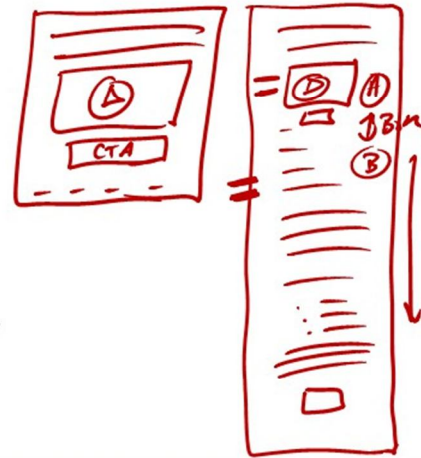
Then of course video sales letters, which basically you can use to make sales on the frontend, as an upsell or as a down sale and you can use them with and without sales copy. I've seen some video sales letters that have done extremely well where the entire sales letter is nothing but a headline, a video and a button with the call to action. And then of course the disclaimers and stuff. I mean the whole thing was above the fold.

I've seen others that have done extremely well where they had a headline; they had the video and then literally had an entire long form sales letter under the video that was selling it. So people had a choice to either watch the video and then click the button, or read the entire sales letter and click the button, or do both.

I've even seen where the sales letter and the video were the exact same verbiage. Meaning the sales letter underneath the video was just a transcript of the video itself. I've seen that do extremely well.

Those are three different ways of doing it. And the three main ways you would use a video sales letter would be just frontend sale, upsell after they buy or a down sell if they don't buy or if they don't take an upsell. And again, with and without sales copy.

Video Sales Letter Examples

- http://thejimedwardsmethod.com/custom-content-wizard/
- http://7dayebook.com/
- http://thejimedwardsmethod.com/daw-thanks-isvsoto/

Landing Page

Let's look at a couple of examples of these. Here's one from my most recent wizard as of this moment, which kind of is a combination of the two. If you look at this, this part up here in the grey is a headline, a sub-head, a video sales letter and a call to action. Right now you could pick this up for the beta price of just $77.

Then underneath I don't have an entire long form sales letter, but there's a lot of text down here that's filling in the blanks of what else you get and whatnot. But this resembles a full text sales letter down here. It's got the call to actions, it's got the bonuses, it's got the guarantee, and it's got all that stuff. That's an example that's working really, really well.

What I could do and probably should test at some point is just this. How would it sell with just this top part? Chop up everything else underneath and do an A/B split test between the two of them and see which one of them actually converts better. This is an example of what it would look like if it didn't have the stuff at the bottom.

Another one that has been working for years and years and years is 7 Day eBook. This one has got headline, video, and then a full-on printed, or text sales letter. This is actually plus or minus the exact same sales letter that I have been using with minor changes to sell various iterations of this. I think we're on our fourth version of this book, fourth updated version of this book, since August of 2001. So 14, 15 years I've been

selling this book very well, updating it in different editions using this long form sales copy here and then just added the video sales letter to it.

Then here's an example of a video sales letter with an upsell, a onetime offer upsell. We'll talk about different elements and stuff on here, but this is an offer that's made right after somebody buys one of my wizards called The Desktop Ad Wizard. It's selling software registration status. Fifty percent complete, upgrade your offer below. Stop, your order is not yet complete. Do not close this page. Please watch this short video. This video makes an offer for another wizard. And the call to action is, yes, upgrade my order now. And again, this kind of follows that pattern of at the top is the headline, video, call to action. Then there's more of a sales lettery type thing below it.

Here it's telling them about the special offer and everything that's involved with the thing I'm upselling them. They can either take it or not.

This converts, I'll be honest with you, this converts okay. It's not making me rich, but just by the fact that I have it on here I'm making a lot more money than I would have by not having it. Infinitely more, because 1000 times zero is still zero. So anything more than zero is infinitely more.

This is another example. You could do this just as easily with down sell. Somebody comes to your page, they don't buy, you have them go to a page where you make them an offer, hey, this wasn't right for you but here's another offer you might think about. Maybe you'll want the software with this feature and this feature but we drop all these other features and you can get it for half price.

Those are examples of video sales letters. That's a lot of stuff to look at.

When we get into the individual webinars on specific types of landing pages we'll dissect them and talk about writing them and creating them and building them and templates and stuff like that.

One of the things you want to get good at when you're looking at either creating your own landing pages or you're looking for ideas to enhance, modify, test different things, you really want to look at what other people are doing. You want to see what they're doing and you want to copy what's working.

You don't want to see somebody doing something and say wow that looks cool. You think it looks cool but it ends up really sucking and so you copy something that sucks, your results are going to suck, too. There are a bunch of different tools that you can use to spy on people.

Pretty much everybody who's here live, you're on Facebook, right? You guys are on Facebook, you're on social media. You've seen ads on Facebook. A simple yes in the Q&A box so I know I'm not talking to the walls here, the dog. The dog doesn't have a Facebook profile. Everybody is saying yeah, yes, yes, yeah, yes.

No, Gracie does not need a Facebook profile because she'd want to be updating it all the time.

What you want to pay attention to is whether or not somebody's Facebook ads are working or not. If their Facebook ads are working then you can pretty much be guaranteed that the landing page that they're using is working as well because they'll only run ads for so long. If they're not working then they will stop running them because they either can't convert off the ads or the ads aren't getting any play.

Here's a real simple thing for you to look at. An excellent indicator on it, and I apologize for that misspelling. On an ad in the Facebook newsfeed look at the number of likes, number of shares and number of comments that a particular ad is getting.

If an ad on social media is good, people don't really even think that it's an ad. For example, that page that I showed you, that advertorial where basically it was just sales copy disguised as content, this one ad. You can always tell an ad that's, let me see if I've got the whole ad here.

You can always tell that an ad is an ad because it says sponsored up here. That's in case you didn't know. That's how you can tell that a piece of content is actually an ad. Someone is paying for you to see it in your stream if it says sponsored.

Even here, looking at this ad, looking to hire content marketer or are you a content marketer looking to get hired? You need our hiring kit. Get access to the exact internal document we use to hire content marketers, including salary, personality and skill, pre-interview questions, job interview questions, job posting questions. Our entire internal hiring process for content marketing positions is yours for the taking. No opt in required. And then they have the link.

That right there, again, very attention getting. And then we look down here, this particular ad, not digitalmarketer.com, but this ad got 228 likes, one comment and 22 shares. That's the thing I'm always looking at when I see a sponsored thing, because again, in other webinars we talked about ads and running ads and the ratios of ads that kick ass to the ones that get their asses kicked, which is about 20 to 1. So if I see an ad that grabs my attention, I immediately look to see if people are liking it and sharing it because an ad that's getting liked and shared and commented on is an ad that is working. So you want to pay attention to it and you want to pay attention to the landing page that you go to.

The other thing that it leads you to, the other thing I would tell you to do, and this is something that I learned not really the hard way, but just by thinking about it. One of the things that I do is have a folder called Sample Facebook Ads. Whenever I see an ad that I like, in Windows there's something called the snipping tool, and I have Snagit and all that stuff, but the snipping tool is really quick and easy. Literally if you see an ad in Facebook that you like that catches your attention, then you can take a picture of it. I like to grab the picture.

One of the things that I have learned, though, over time… that was a PDF file. My bad.

Looking at ads that I like. What you also want to do though is go through and take a picture of the landing page so that you have something to study and you can look. Like this one has 30 likes and three shares. Okay, that's worth paying attention to and seeing how they have their thing set up. What does their landing page look like? In this case it looks like they're doing a quiz or something like that.

I'll be honest with you, I didn't always do this. At the beginning I would grab pictures of ads to look at so I could model them or they would get my juices going. Then I didn't grab the corresponding landing page, which I think is a mistake.

If you look at this one right here, find speaking gigs. Then unlimited lists of corporate events for speaking gigs. In my opinion if it says find speaking gigs here, it should say find speaking gigs here on the landing page. Then this one is landing page disapproved again. Get compliant now. And then this, again taking a picture of the landing page where you end up. I didn't always do that. I'm just telling you, you should do that. But you can learn a lot by looking at people's stuff.

Here's one from LeadPages, 283 likes, 54 shares, 10 comments. This lets you know that people are really paying attention to this.

Suzanne said "How many likes do you look for to see if it's doing well?"

I don't have a minimum. I would say if I saw six that doesn't do a whole hell of a lot for me, especially if I never see the ad again. But if I see an ad over and over again, a couple, three or four times a week and I see that number going up, then it's worth paying attention to.

Like this one right here I thought was interesting. But then I looked down here and then I never saw the ad again. That's just one of the things that I'll look at. But here are some landing pages that I like. This one was interesting because I like the picture. But then I never really saw the ad again, the different landing pages it would take you to.

If you're going to start paying attention to what other people are doing and what their landing pages are and following that conversation through from the ad to it, make sure you're getting, like this one right here. Again, if you're following a particular one, I've got a bunch of these from landing pages. Some of them you can see they get a bunch, others they don't get much. If you're following that particular company and you see them running a bunch of ads and then you see an ad that you never see it again or you see one that's got 300 likes and you see another one that's got 65, the other one is probably doing better.

Anyway, spying on your competition is a good thing. And even just spying on people that you just see are doing a good job with their marketing. There's no magic number, but it is a way to see what's resonating with people as well, especially with competitors. If you see them running an ad for spots or content and you see a crap load of likes and shares and comments and stuff, then maybe you should start paying attention to that content.

Also like I said, if you see something where you're like, wow, that's a cool ad, then grab it, grab a picture of the landing page When you're coming up with your own stuff it's neat to have a swipe file you can look at and see what other people are doing.

Does that make sense? Is that cool? Is that helpful? Had anyone ever thought about that before with ads?

Suzanne says "Yes." Everybody else is sleeping I guess. Nah, I'm just playing.

Nirup says "It's cool."

The Dirty Dozen Biggest Mistakes

Okay, so now what we're going to do is go over the dirty dozen biggest mistakes that people make with landing pages. I'm not going to turn this into some big negative thing, but I want to teach you the mistakes that I see people making, mistakes that I've made, things where it's just easy to lose sight of. I'm not going to take an hour to go through this. Some of these are going to be common sense. But even though it's common sense, you'd be amazed at who's making the mistakes.

Just make sure that you don't make these. I thought it would be better to learn these upfront and then go through all the individual types of landing pages on the individual webinars, as opposed to teaching that and then talking about the mistakes.

Mistake #1: "What Were We Talking About?"

Mistake No. 1 is what were we talking about? That mistake is not continuing the conversation that got them there in the first place. It's hey; can I buy you a drink? Hey, do you want to go to bed? I mean that's not continuing a conversation quite in the right way that you should.

A lot of times what you'll see when we talk about a conversation is using one idea to get people to click on the ad and then trying to sell them something else. Use the case of my desktop ad wizard. If I were to talk about free report marketing, all about free reports, how to make money with free reports and then you come over and hey, I got this software on how to do ads, it doesn't make sense.

As opposed to offering, hey, here's a free report on ten biggest mistakes people make with ads and then here's a free report. When you get to the page opt in for the free report on how to write cool ads. Then after they opted in I made an offer for a piece of software that helped them to actually write the ads for them. All of a sudden that makes total sense as far as the conversation that's being had.

The fix for this mistake is to make sure that you keep the flow of the ad to the landing page absolutely seamless. We talked about that. It's not just the message, not just the idea, but also the look and feel and the graphics and stuff so they know they have shown up to the right place.

It's when an ad looks one way and then they show up to a page and they're thinking did the link malfunction? Was I supposed to end up here? As soon as that happens, then you've lost them before you even really had them.

Mistake #2: Lack of Clear Purpose

Mistake No. 2 is lack of a clear purpose. That mistake is trying to do more than one thing with your landing page. An example of that would be trying to get sales and opt ins on the same page. The reality is with the landing page and having a conversation and with the fact that people aren't really reading or listening, they're skimming and just barely paying attention, you can only ask them to do one thing. You can only try to get them to convert one way. They're just not reading and paying enough attention to be able to make an either/or choice.

The fix for this mistake is to pick the one thing that you want people to do and focus everything around that. Everything on the page, everything in the ad, all the graphics, all the message, everything is focused on getting people to come to that page and do that thing that you want them to do on that page.

Mistake #3: Nobody Looks on Their Phone

Mistake No. 3 is nobody looks on their phone. That means not taking mobile into account, if at all. Now according to www.kissmetrics.com, 25 percent of all mobile users access the web every single day. So what does that mean? It means that everybody's got a Smartphone. And the typical person that's going to buy from you on the Internet, one out of every four of them is using their phone to check out what you're doing. You need to allow for that. You can't avoid doing that, especially when it comes to your landing pages. And if you're running ads, especially if you're running ads on Facebook, how many people look at Facebook on their phone? I know I do.

And so people are looking at Facebook on their phones and they're clicking ads on their phones or they're clicking on content on their phones. Then they run into a situation that they can't view it or it looks too funky, then you've lost with one out of every four people.
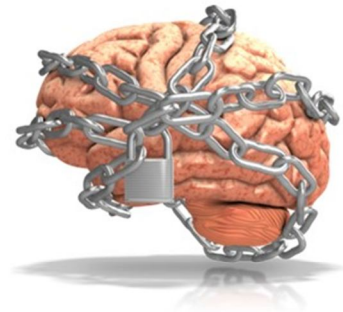
The fix here is to make sure that you use what's called an adaptive theme in WordPress. The good news is that most themes now are adaptive themes. I use OptimizePress, which is an adaptive theme. Most stuff now is adaptive, which just means it will show properly, regardless of what sized browser somebody's using, what size device they're using, it will just re-arrange itself.

The other thing you've got to do is make sure your videos actually play on mobile. That's important as well. If your videos won't play on mobile then you're hurting if you're depending on video to help make the sale for you.

Mistake #4: This is the Only Thing That Works!

No. 4, this is the only thing that works. That means getting locked into the mindset of assuming that your page has to be short or it has to be long and not testing different versions. This is something where you'll see just dyed in the wool people saying, you know what, on a video sales page the only thing that works, the only thing that works is the headline and the video and a call to action button. Everything else just totally screws conversion. I've had people tell me that. Actually a very big time marketer tells me that.

I've had other people tell me, aw, video doesn't work, I don't like using video, long form sales letters, not video, still convert great for me and so that's all that works.

You've got to understand that when it comes to landing pages, especially when you're driving cold traffic, but even when you're driving traffic where people know you or it's coming from articles or it's coming from joint venture partners or affiliates, which would be warmer traffic. You've got to test different versions and you can't get locked into, this is the only thing that works, in all situations.

The fix for this mistake is to test multiple versions of your sales page to see what works best. You may even need to use different links and styles of pages for different traffic sources. Meaning, when we think in terms of landing pages rather than mini-sites, a mini-site was pretty much a one page sales letter on a domain name. It was a one size fits all, this is where we drive every traffic source.

Now with a landing page, you may very well have a different landing page for someone who is coming off of an ad or off of an article, as opposed to someone who has watched a webinar and now you're closed on them on the webinar and are driving them to a landing page to buy as a result of the webinar.

We're seeing massive differences in conversion on one type of page for one audience and one type of page for another audience based on those traffic sources, those specific ones, showing a different version of the page for somebody on a webinar as opposed to somebody with cold traffic.

Understanding that and not getting into that mindset of, this is the only thing that works, nothing else is going to work.

Mistake #5: The Headline is Good Enough

Mistake No. 5, that headline is good enough. That headline is good enough. We're not going to worry about that. We've got to worry about our WishList Member

configuration. We've got to worry about our affiliate module. We've got to worry about all this other stuff. You know, that headline is good enough for now.

The mistake is not testing headlines and other page elements religiously. The only surefire way to know what works and what does not is to test. And rarely is the first headline the best headline.

I have seen personally a change in conversion rate in the space of 30 seconds of over 500 percent just by changing a headline. In other words, we were selling at one rate with one headline. I changed the headline, uploaded the page and within in 30 seconds we were selling 500 percent more just by changing a headline on a landing page.

The fix for this mistake is to test headlines. Test headlines religiously, over and over and over and over again.

his is as much a reminder to me as to anyone else, because this is a lot of stuff to remember, but this is the stuff where the pedal hits the metal, as they say. This is a mistake not to test your headlines.

Mistake #6: WIIFM

#6: WIIFM

- No clear offer or value proposition or benefits
- The average prospect can't quickly figure out what the offer is and how it helps them get more of what they want
- Mistake Fix: make sure visitors understand exactly what's in it for them extremely quickly

Landing Page

The sixth mistake is forgetting about WIIFM, what's in it for me. The mistake is there's no clear offer or value proposition or benefits explained on the page.

The average prospect, the average person who's coming to your website cannot quickly figure out what the offer is or how it helps them to get more of what they want. If that's the case, they're going to leave, all right. It's not incumbent on them to figure out from your landing page what's in it for them. It is incumbent on you to explain clearly, concisely and quickly what's in it for them.

In a lot of cases that's done through the headline. In other cases it's done elsewhere in the offer where you're explaining, okay, this is exactly what you're going to get. A lot of times you can use just those words, here's exactly what you're going to get.

The fix for this mistake is to make sure that visitors understand exactly what's in it for them extremely quickly, whether it's in the headline and/or in the exact offer.

I can't tell you how many times I've been on a page, and I've seen it with other people, what's in it for me. It's a learning experience for me, too, because I think it's in there and then I've had, even from this most recent wizard launch, several people e-mail me, they're like, hey, I'm still not clear. What exactly does this wizard do as opposed to the other wizards that you have? What's the value and what's in it for me? Why do I want it? That's causing me to make modifications to the actual sales page. That's critical that you get that across.

Mistake #7: Images Aren't That Important

Another mistake is thinking that images aren't that important. Having no images or the wrong images or distracting images for the message that you're trying to convey is a mistake.
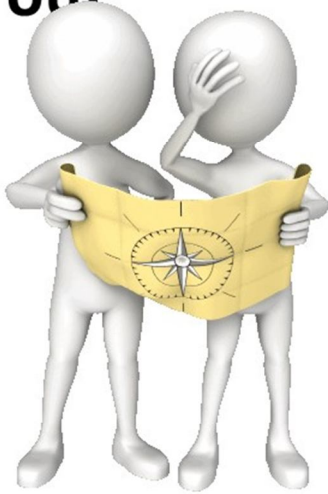
On the flip side, the right image can really add to your sales message. I've seen where just adding a product graphic or adding a graphic that helps to intensify emotion to get somebody happy or to show the end result that somebody should expect from a particular product or a service or a report, whatever I'm trying to get them to do, the right image can increase sales significantly. And the wrong image or no image can actually detract from your sales if it's confusing, if it conveys the wrong message.

The fix for this mistake is basically to use images and test images for their effect on sales and opt ins. After the headline at the top, images are in many cases as important as sales copy on the rest of your page elements for the things that you can test to increase conversion, whether it's opt ins or sales or what have you.

Mistake #8: "They'll Figure It Out"

Mistake No. 8 is having the attitude of they'll figure it out. That's referring to no or unclear call to action, which means you're not making it clear where to click or where to input their information or what they're supposed to do.

You might think, well Jim, that's so obvious that somebody would be able to figure out what they should do. But what's obvious to you is not necessarily obvious to someone who is busy, who is tired, who is on their computer at work who should be working and they're worried the boss is going to be coming in. They need to research and they found your site and what you're selling and they're trying to figure out really fast what they need to do to go to the next step and you just have a little tiny link somewhere that maybe isn't even underlined and you just assume that they'll figure it out.

The mistake fix here is to make it extremely obvious what people need to do next on your landing pages. Remember I said click here now. You can never go wrong with click here now. There might be some other things you can say that might convert a little bit better, but click here now to claim your copy, click here now to download, click here now to sign up, click here now to. I mean just you can't go wrong with it and people won't screw that up. And then a big orange button or a big green button or something. Tell them put your name and e-mail here and click the button.

Again, if they're too stupid to put their name and e-mail here and click the button, they're too stupid to be your customer. But if you don't tell them what to do then they're not stupid, you're the stupid one. Don't be stupid. Help them to do what you want them to do.

Mistake #9: Is it Worth Potential Hassles?

The next one is a little more subtle and it kind of relates back to the, what's in it for me? But it's more of a weighted scale. Is it worth the potential hassles? When we said what's in it for me, the next evolution is when there's no clear compelling exchange of value. Is what you're asking worth what they're giving up in terms of info and money?

Maybe it is really clear what you're offering. You're offering a free report. Or you're offering access to a video or something like that. But then the question becomes, okay, they're offering a free report, they're offering a video, they're offering this software for $97 or $9 or whatever, but is it worth it?

What you've got to do is look at it from their point of view, not yours. You've got to honestly answer the question of based on what I'm seeing, based on what I'm reading, based on what the website looks like, what the graphics look like, what the sales copy reads like, what the video looks like, would you give up your information or money for it. Honestly. That sometimes can be a little disappointing when you realize, hey, I'm coming up short.

No, actually when I look at this and if I was tired and at work or hiding from my boss or down to my last $50 or whatever it was or I was already on everybody else's spam list, this pretty much looks like the same old shit that everybody else is hawking. And I don't think that I would actually come across with my dough or with my real e-mail address. So I need to pump up the value on this without, again, taking it to the other extreme where somebody goes this is too good to be true.

The fix for this mistake is to make sure that your risk/reward is slanted massively in their favor and not yours. The one thing that they might be looking for, yeah, okay, I'll put in my e-mail address but I don't want to give my name or any other info. It takes a lot more value to get somebody to put in their name, their address, their mortgage balance, their phone number, the best time to call. But yet there are mortgage companies and mortgage lead services that can get people to enter that information because the potential value is so much higher.

You're not going to get somebody's blood type and Social Security number in exchange for a free report, but you may be able to get their e-mail address.

Does that make sense? You guys understand the distinction there between the, what's in it for me, and whether or not the value is high enough versus the risk/reward? It's two sides of the same coin, but it's really, really important. You might tell them what's in it for them, but it's not enough and you've got to make sure that it's more than enough. The old thing of selling dollars for dimes, it's a big deal.

Okay. David says "Yes."

Deb says "Yes."

Nirup says "Got it, thanks."

Gabrielle says "This is a hugely important distinction." Good, okay.

Mistake No. 10. I don't want to annoy them. This comes down to not making a second offer on your confirmation pages, whether it's free or paid.

I used to believe this. I used to think, okay, you know what, they bought, they gave me their money, let me just take them straight over to download the product and they can download it. I don't want to piss them off by making them an offer. And then about six years ago I actually came out with a new version of the 7 Day eBook. I had created the 7 Day eBook by doing a series of webinars and I said, you know, somebody would really like these webinars. Let me just do just… maybe somebody will take them. So I did a onetime offer for the webinars and I increased my revenue on those sales by 40 percent. I made 40 percent more money per sale because I offered that upsell or that onetime offer after they bought.

I made the mistake of extrapolating that backwards over nine or ten years of sales and almost threw up. I don't even remember how much it was. It was so much money that I really wanted to throw up.

You're not doing anybody a disservice except yourself if you don't make some sort of a onetime offer after they make an initial purchase. Or you don't make any kind of an offer

when somebody's made a free opt in. You've got to do it because you've got to stay in business.

You're leaving money on the table if you don't offer more. We will talk about this more in the next webinar, especially on the opt in page, because this is really, this is a big place that it makes sense. But also on the sales pages, but not making that second offer, you're leaving money on the table if you don't.

The mistake is to just make an offer on your confirmation page. Whether it's a free or paid, it doesn't matter. Offer to get somebody into your newsletter. If they join your newsletter, offer to let them buy your course or a product or something at a really low price. If you don't have a product then make an offer, if you've got a free thing that you're giving away and you don't have your own product, you can make an offer on the confirmation page through an affiliate link. You can make an offer for somebody else's product.

Mistake #11: They Don't Care Who I Am

Mistake No. 11 is they don't care who I am. That's a mistake, thinking that you don't need to explain who you are and why they should listen to you. Or maybe another way of thinking of this, maybe they don't care or they already know who I am. That's another way to do that. They already know all that stuff. They already know that I've been publishing online since 1997. They already know that I've written a sales letter that made

$4 million in sales that I wrote all by myself. They already know I've written a thousand articles. They already know that I was a syndicated newspaper columnist for ten years. They already know that I lost 50 pounds. All these different things that you know and you assume that they know or you think that they don't care.

The truth, especially with a lot of the stuff that we do, you can't assume that they already know about you and your company. Or that they don't want to know. Because a lot of times people really do want to know the story behind you, even if it's just a couple sentences. For example my giving away a report on how to create an Amazon bestseller, and by the way, I've had seven different Amazon bestsellers in both fiction and non-fiction, so I know how to teach you how to do the same thing.

Just that one sentence right there, giving that little bit of background, all of a sudden that credibility can make all the difference. So you've got to test letting people know who you are and why they should listen to you and it can make a huge difference in conversion.

Now on a sales page that's part of anybody's formula for doing a sales page, part of that is who are you? Why should I listen to you is the gist of what you've got to get across, whether it's on a sales page or in a video.

But on an opt in page where maybe you have less time or you're thinking you don't have to do as much, you still need to let them know about the person behind the deal. In my opinion. And you need to at least test it.

The fix is to test letting people know why you're qualified to provide the solution that they need. It could be just something as simple as, I had the same problem that you have and I needed a solution, so I went out and found the solution, figured it all out. Now I'm bringing it to you so you don't have to go through all the pain, time and expense that I went through to get this figured out.

Again, what was that, a couple of sentences and it conveys a ton of information. Oh, this dude had the exact same problem as me and he figured it out. And now he's going to let me have it for free just to be a nice guy or jump on his list or he's going to let me have it for ten bucks or a hundred bucks, he's a good guy. Or gal, as the case may be.

Mistake # 12: They Should Know Those Words Already

Then mistake No. 12 is they should know those words already. That mistake is using language that your prospects don't understand. In sales it's your responsibility to help them understand. It's not their responsibility to figure it out. That means not using industry specific terms. It means not using big words to show how smart you are.

I was yelling at somebody that I'm in a master mind group with, which I know you're not supposed to yell at people in a master mind but we were all getting excited. He kept saying over and over, my customers are different, my customers will see right through that type of thing.

I said to him, look, I don't care how big somebody is, I don't care how rich they are, I don't care how successful they are, people are people and we're talking about the Internet. People when they're looking for solutions online or you're communicating exclusively online, it's different when you're talking to somebody one-on-one or face-to-face. Online people are starved for time, they're looking for a reason to leave and they're only half paying attention.

It's kind of like trying to explain stuff to a five year old that snorted a pixie stick, drunk a half a bottle of Benadryl and has been watching Barney videos for the last four hours. They're a little distracted and a little incapable of understanding stuff.

You've got to be able to explain stuff in a way that is just so simple and so direct and communicates exactly what their problem is and the solution that you offer. Whether you're trying to sell them something or whether you're trying to get them to give you their name and e-mail, it doesn't matter.

One of the biggest mistakes you can make is using big words. Even if they do know the words, you don't want to make them read them. You just want to convey the information and the ideas as fast as you can.

The mistake fix here is keeping the language simple and make it easy to skim and understand. That's a key thing that you've got to understand, your customers aren't different in my opinion. Nobody's customers are different because customers are people. Whether they're really educated or under-educated, whether they're rich, whether they're poor, whether they're, whatever! They're all time starved, they all are absorbed in their own problems, whether it's a mega-multi-billion dollar corporation or it's a problem of how do I upload my eBook to Amazon. They're only half paying attention and you've got to talk in their words and you've got to talk in terms of benefits and solutions and just keep it simple, otherwise you're going to lose a bunch of people, I don't care who it is.

Final Thoughts

Some final thoughts for you as far as just landing pages in general. Remember that your landing page is a continuation of the conversation that got started by your ad or your e-

mail. The landing page has to be a continuation of the ideas that were used to get them to get there in the first place. You want to stay very focused on what you want people to do, what's the specific thing, single thing you want them to do as a result of being on that page?

You need to keep your message very focused on the one action you want them to take. You want to make that action you want them to take totally obvious, a no-brainer. Again, so the five year old that just snorted the pixie stick and drank the half a bottle of Benadryl is going to be able to figure out where to whack his mouse button.

And you need to make your value proposition irresistible. Whether they're paying with their time and focus or whether they're paying with money the value proposition has got to be irresistible.

Assignment

I have an assignment for you. I want you to take a look at your existing landing pages and see what mistakes you've made. Take that list of 12 and see, okay; this is where I'm messing up with my landing page. Or maybe I don't even have a landing page. Maybe I have a website, but I don't have a single landing page on my entire website. Or maybe you do have a landing page but you're trying to get people to opt in and to buy something and to look at a video or whatever it is.

Then I want you to decide on a new landing page that you want to create for whatever purpose. And/or an existing landing page you want to modify and make better.

I'm not telling you to reinvent the world today. But I am telling you that if you're doing anything online, look at what you're doing. If you have landing pages, great! What mistakes are you making, because none of us are perfect. I could look at every single one of my landing pages and find stuff that could be improved.

If you don't have a landing page or if you're feeling like you're looking for extra credit, then figure out a landing page you want to fix and a landing page you want to make.

Coming Up
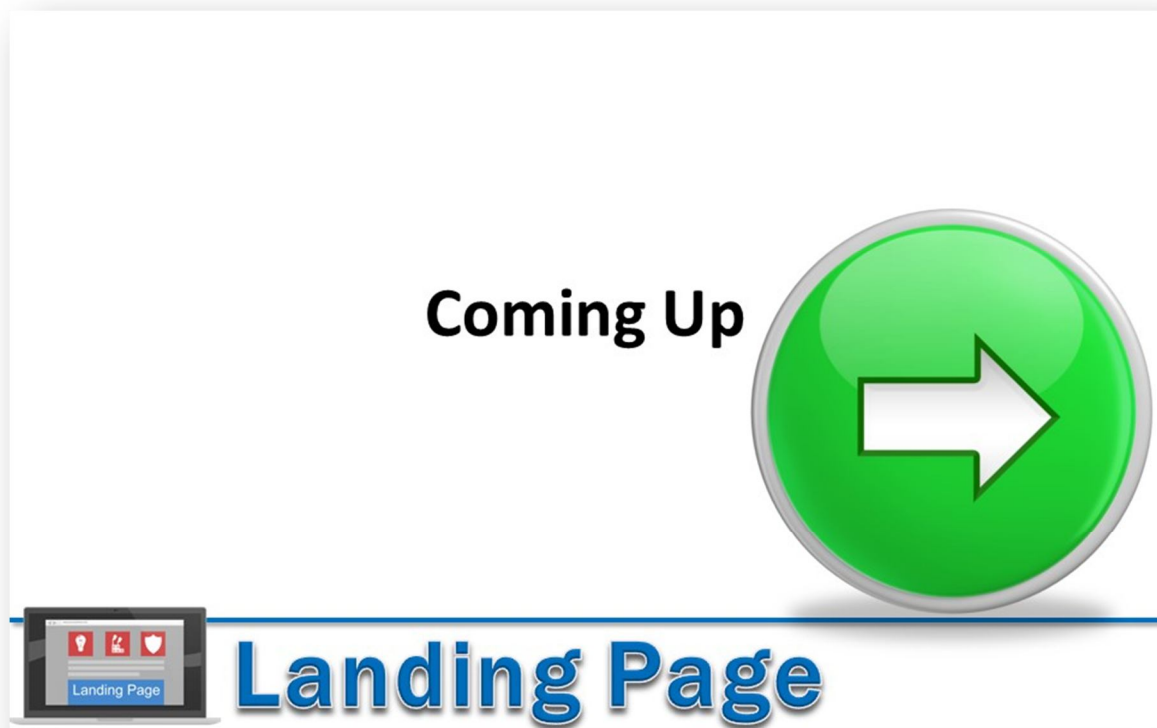
Then the next time we're going to be all about creating opt in landing pages. Then we're going to be all about creating text sales letter landing pages. And then the last webinar we're going to be doing all about creating video sales letter landing pages. Then the final webinar we'll be doing the Q&A.

Did you guys enjoy this webinar? Did that help you? Did this clear up some stuff? Okay, excellent. Saying thank you, yes, great start, great points. Okay, excellent. Really valuable.

All right, well I appreciate it and we will see you guys next time. For those of you who are here live we'll be skipping next week because I'll be out of town, and we'll be picking up two weeks from today with the next webinar, so that gives you plenty of time to get your thoughts organized, have another week of summer vacation and then we're going to dive right in.,

Okay, I'll see you guys soon. Have a great day and we'll talk to you later. Bye-bye, everybody.