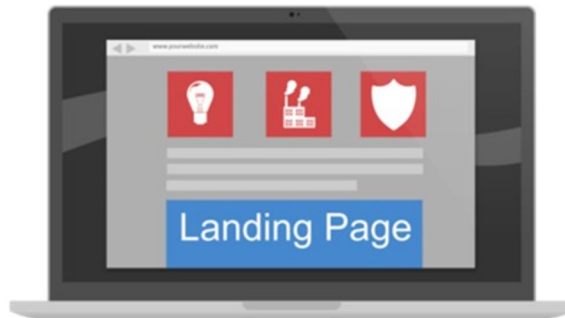




**Presents...**

**Jim Edwards**

**Landing Page Secrets  
Webinar Series**



**Landing Page**

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## 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!

## “Landing Page Secrets” Webinar 2

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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

### Webinar Series

- ~~Webinar #1: Landing Page Fundamentals and Mistakes~~
- Webinar #2: Opt In Landing Pages
- Webinar #3: Text Sales Letter Landing Pages
- Webinar #4: Video Sales Letter Landing Pages
- Webinar #5: Landing Page Q&A



**LANDING PAGE SECRETS**

Hey, everybody, and welcome back to Landing Page Secrets webinar series. I'm your host Jim Edwards. We're going to keep going with our cool series.

Next time we'll do Text Sales for Landing Pages. We'll just dive right in.

## Webinar #2: Opt In Landing Pages



Today we're going to do webinar No. 2, which is Opt in Landing pages.

Up For Today

## Up For Today

- Opt-in Landing Page Fundamentals
- The Keys To Opt-in Page Success
- Why Bullets Hold The Key
- How To Lower Perceived Risk And Raise Opt-ins
- Anatomy Of Great Opt-in Pages
- Much, MUCH More!



## ***LANDING PAGE SECRETS***

Up for today we're going to talk about opt in landing page fundamentals, the keys to opt in page success, why bullets hold the key, how to lower perceived risk and raise opt ins, anatomy of great opt in pages. And of course, much, much more.



## What is an Opt In Landing Page?

### What is an opt-in landing page?

- A page where people give you information about themselves, typically name and email, in exchange for something of value.
- Can also include any other information you want to ask for (think mortgage, real estate, car, etc.)



## LANDING PAGE SECRETS

You probably know this already or think you know it, but I just want to level the playing field and make sure that we're all on the same page as far as what is a landing page and what is not.

An opt in landing page is basically a page where people give you information about themselves, typically name and e-mail or sometimes just e-mail, in exchange for something of value. That's what we typically think of as an opt in page.

However, it can also include any other information you want to ask for. So if you think of a mortgage opt in page, I've seen them where they ask for your current interest rate, the value of your house, the balance on your mortgage, income, stuff like that. Some pretty personal stuff that people will fill in because they want what's offered as a result of actually opting in. It's the same thing with real estate, same thing with buying a car or looking at cars, stuff like that.

Don't just think that an opt in page is only for e-mails or name and e-mail. It can be for just about any other bit of information that you would want to get from somebody as long as the context of it makes sense.

What is the Purpose of an Opt In Page?

## What is the purpose?

- To get someone onto your email list so you can sell them something NOW and / or later



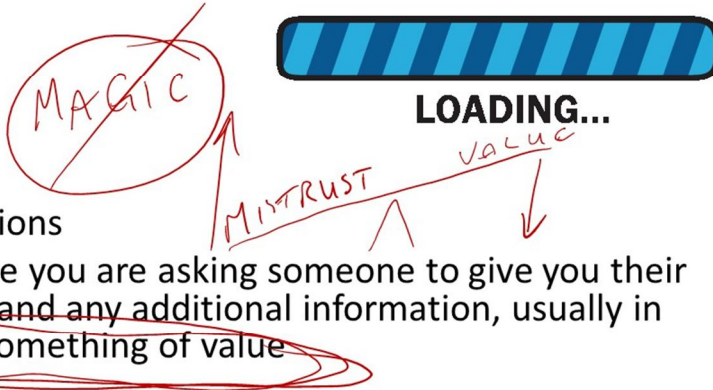
# **LANDING PAGE SECRETS**

What's the purpose of an opt in page? Typically for what we're talking about with information marketing, content marketing that type of thing, the purpose is to get somebody onto your e-mail list so you can sell them something now and/or later. That's really in a nutshell the purpose, to get them on an e-mail list, some sort of distribution list, but typically e-mail. Some people do opt in pages for SMS text, but our thing here is getting them onto an e-mail list so we can sell them something now and sell them something later.

What are Opt In Pages Typically Used For?

## What are opt-in pages typically used for?

- Newsletters
- Free Reports
- Webinars
- Free Trials
- Free Consultations
- Anything where you are asking someone to give you their email address and any additional information, usually in exchange for something of value



## LANDING PAGE SECRETS

What are opt in pages typically used for? These should all make sense. Newsletters, free reports, webinars, free trials, free consultations, pretty much anything where you ask someone to give you their e-mail address and any additional information. Usually, again, its in exchange for something of value.

That’s really the key, if we were going to talk about the key, and we’re going to look at a bunch of different pages. We’re going to look at different setups and things like that in the course of this webinar and the other webinars. But when it comes down to an opt in page it really comes down not to some magic formula, not some magic setup as far as the WordPress plugin you’re using or the size and color of your headline or any of that stuff.

It comes down to, are you offering something of value that is sufficient to make somebody say okay, I’ll go ahead and opt in. Think about a teeter-totter, all right, you’ve got to pile on enough value so that their natural mistrust of what you’re doing can be overcome. Once you pile on enough value then you can put it in your favor and they’ll actually opt in and do what you want them to do.

Audience Question Q&A Box

## Audience Question Q&A Box:

- What makes you sign up for something online by giving your email (opt in) as opposed to not?



## LANDING PAGE SECRETS

Let me ask you guys a quick question in the Q&A box, those of you who are here live. Those of you who are watching the replay it will do you no good to type this into a box. Those of you who are here live, what makes you sign up for something online by giving your e-mail as opposed to not? What actually makes you sign up for something when you come to an opt in page? It's kind of hard for us to go any further without you actually answering this question, so tell me.

Russ says “It's something I can use right now.”

Clarence says “Something of value.”

Gabrielle says “It's something I can use right away.”

Interesting. That's basically what Russ said. That's very interesting. So its immediately useful.

Nirup says “The name of the person making the offer.”

Jeff says “Something that will work for me.”

I'm going to be honest with you guys. I never thought that it's something that's immediately useful, maybe my mind is just not there. But that's very insightful. Something that I can use right now, something that is immediately useful.

The best one is that it scratches an immediate itch immediately. That’s very profound, so thank you for that a lot.

Anybody else got anything?

Okay, well those are excellent. Thank you for sharing, guys.

What Makes a Good Opt In Page?

### What makes a good opt-in page?



- Arouses curiosity (pulls them in / makes them want to know more)
- Makes a SINGLE, BIG, clear, specific, <sup>immediate</sup> desirable promise
- Quickly communicates the “big idea” around the offer
- Has a high perceived payoff <sup>with immediate benefit</sup> vs the information you’re asking for in return
  - This is the key!



## LANDING PAGE SECRETS

What makes a good opt in page? Again, we could spend hours and hours and hours and hours and hours. We could dissect other people’s landing pages and my landing pages and whatever, but I really tried to boil it down to just these few things.

The No. 1 thing that makes a good opt in page is that it arouses curiosity, and so it pulls them in. It makes them want to know more, because people are evaluating as you're making your pitch to thousands of people, one person at a time. You've got to allow their curiosity enough for them to stick around and for them to say, okay, I've got to find out what this is, whatever it is that you are offering them.

It also makes a single big clear specific desirable promise. I would say it’s something that we should add to this right off the bat and to insert in here immediately. That’s the message I was getting from you guys as far as people signing up for stuff. And you know what, that makes perfect sense!

Quickly communicates the big idea around the offer. One of the biggest mistakes I see people making with opt in pages is taking way too long to get to the point; taking way too

long to get to what the whole big idea is, and so people just leave. People don't want to give you their e-mail address. They don't want to give you their name. They don't want to give you information, and they're looking for reasons not to. You've got to give them the big idea really fast.

Also have a high perceived payoff versus the information that you're asking for in return. Again, this really is the key. I alluded to this on an earlier slide. It's got to have a high payoff. That payoff has to outweigh their mistrust, it has to outweigh their reticence that you're going to spam them or do something.

Huge payoff, again I would insert the word in there, high perceived payoff with immediate benefit or immediate payoff, which they can get right away, they don't have to wait. I think that's just an instant itch scratcher they're looking for.

### Design of a Great Opt In Page

## Design of a great opt-in page:

What makes an opt-in page great?



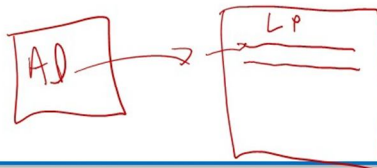
Let's talk about design of a great opt in page, what actually makes an opt in page great. We're going to look at some specific ones, but we need to talk about what makes them good and what makes them effective.



Prominent, Benefit Driven Headline

## Prominent, Benefit Driven Headline

- Proven Templates
  - How to PAYOFF
  - How to PAYOFF without PAIN
  - How to PAYOFF without OBSTACLE



# LANDING PAGE SECRETS

The first thing that you've got to have on any opt in page if you want it to work, you've got to have a prominent benefit driven headline. What's the first thing they're going to read when they come to the page? They're going to read the headline. And if you're using a video opt in page, the first thing they're going to hear and see in the video also serves as the headline.

One of the things, and this is kind of a shortcut, and I'll tell this to you now. One of the things that you can do in a video on an opt in page is simply have the first words out of your mouth be the headline. You can have the headline on the page and also have the headline be the first thing that you read in the actual script itself. We'll talk about scripts.

Some proven templates, again, I can refer you over to [www.easynonlineizards.com](http://www.easynonlineizards.com) for some cool wizards and whatnot. But three proven templates will help you with writing a headline to go on your opt in page. Basically how to pay off, how to pay off without pain and how to pay off without obstacles.

Some examples of those, just off the top of my head, How to Write and Publish Your Own Outrageously Profitable eBook. That would be one. How to Overcome Anxiety in Four Minutes No Matter What the Problem. Just how to whatever it is, the payoff that they really, really want. And as we said and saw earlier, the more immediate it is and the more tangible it is, the more likely they are to pony up with whatever information you're looking for.

A derivation of that is how to pay off without pain. How to Write and Publish an Outrageously Profitable eBook Without Writing it Yourself. I might change that a little bit. How to Publish an Outrageously Profitable eBook Without Writing it Yourself. Most people would love to have written a book without writing it themselves. Does that make sense?

If you can give them the big payoff they're looking for without the pain, again, that's going to grab their attention. So How to Publish an Outrageously Profitable eBook Without Actually Writing it Yourself.

The difference between a pain and an obstacle, an obstacle is something they think they have to do in order to get the result. So How to Publish an Outrageously Profitable eBook Without, Writing It yourself. What would be some obstacles that people would face? Without taking eight years to do it. Without taking a month to do it. How to Lose Weight Without Having to Go to a Gym. That would be an obstacle, because people are like oh, where will I find the time? Just like how to lose weight without going on a diet would be how to get a payoff without pain. How to lose weight without having to go to a gym.

Pain and obstacles are related, but they are different.

Those are some of the best, most immediately useful templates that you can use. I just had the weight loss thing on my mind. Those are some that will work immediately.

Gabrielle said in the Q&A box, “Lose weight without starving yourself.” That would be another form of pain that you could avoid, how to lose weight without starving yourself.

Again, this is how we taught before about running ads. When you run an ad you want to enter the conversation that's going on in somebody's mind or what's top of mind with them.

And then the handoff between the ad, the handoff between the ad and the actual landing page, in this case is an opt in landing page. The handoff usually happens with the headline. You're running an ad that says how to lose weight without starving yourself which is in the ad. Then if that's the headline, that's a perfect pass-off as far as I'm concerned, especially when you're coming up with the first draft of everything. Obviously you'd test, and we test headlines and whatnot.

But when you're just coming up with something for the first time, if you can repeat the promise or the headline or the idea in the ad, if you can repeat that as the headline on your landing page, often that is the best strategy for when you are coming up with that first draft. I've found that over and over and over with running hundreds of ads. When you're doing your first round that is a great way to pass it off, repeat as closely as possible the promise or the headline or the big idea in the ad, by repeating that in your headline on your landing page.



Does that make sense? Do you see how that would help? Tell me in the Q&A box. Does that idea make sense to you by doing that, continuing that conversation? Okay, good. People say yes, yes, makes perfect sense, excellent. All right, so let's keep going.

Immediately Understandable Payoff

## Immediately Understandable Payoff

- What's this all about (WIIFM)



**LANDING PAGE SECRETS**

The other thing that makes a really good landing page, especially an opt in page, is an immediately understandable payoff. This is all about the WIIFM. What's the radio station that's playing in everybody's mind all the time? It's what's in it for me.

You've got to be able to convey what the big idea here is, what's the payoff going to be for them. It's immediately understandable and also immediately useful. Immediately useful and understandable because again, we're continuing that conversation. People have got to be able to get the big idea. They're looking for a reason to click away. They don't believe you. People are getting more and more jaded to the whole thing and so you've got to communicate very quickly what's in it for them.

“Bullets” that Build Value and Curiosity

## “Bullets” that Build Value and Curiosity

- That’s what bullets do: build value AND curiosity at the same time
- Typically only need 3-5 for an opt-in page
- Make people say “That sounds awesome! What is it? How does that work? I gotta opt in to find out!”



**LANDING PAGE SECRETS**

Next thing that’s critical, and this is where I see people blow it, you've got to have some quick idea that they'll value.

And then an opt in page can also help this need for speed along with video. You really only have about three to five bullets that you can use before it starts getting too long. So the bullets here they'll value and curiosity at the same time. Because typically with an opt in page the way you get somebody to give you their name and e-mail, especially if you're using information as the bribe, because they want to know what it is, what “it” is. They may think they know, but they don’t really know and they want to know. Or let's say you're using software or something like that, then they want the software because the bullets that you use are going to arouse their desire. They're going to get them excited and they're going to want to know and they're going to want to get their hands on it.

You typically only need three to five bullets for an opt in page. If you do more than that you're taking up too much time. You put forward your best three to five things. I'll give you some examples here in just a minute. What bullets do is make people say, wow, that sounds awesome. What is it? How does that work? I've got to opt in to find out.

Or they see something and they say wow, that’s a cool freebie. I’d like to get my hands on that, whether it's a piece of software or whatever it is.

BRIBE!

## Bullet Examples:

- 3 ways you can immediately sell ebooks for HUGE profit margins...
- How to get started writing and publishing your own outrageously profitable ebook this weekend!
- The top critical 7 elements to include in every single sales & marketing video you ever make.
- The #1 reason why people struggle to put together great sales videos... and how to instantly FIX it.
- The critical element that's missing from all great video software that's flooded the market (like Easy Sketch Pro, Explaindio and others)
- The fastest, easiest way to write GREAT video sales letters, video scripts, video ad copy, or videos sales stories using a revolutionary NEW tool



## LANDING PAGE SECRETS

Some bullet examples would be, let's say I was offering a free report. I was offering a webinar or I was offering some sort of information, a white paper, a book, some sort of a bribe where I was giving people something in exchange for their information. Thirty ways you can immediately sell eBooks for huge profit margins.

What's the curiosity factor there? What's that going to do? People are going to think okay, I need to know those three ways. Hopefully one of them would work for me.

How to get started writing and publishing your own outrageously profitable eBook this weekend. Okay, that sounds good. That sounds like I can get a result really fast. I want to know that.

The top critical seven elements to include in every single sales and marketing video you ever make. Huh. Okay. And numbers work really well in bullets, by the way. If you can say the three ways to do this, the No. 1 way to do this, the seven critical things, the three mistakes people make. These are the kind of things that arouse people's curiosity because it creates this thing called cognitive dissonance. This is a fancy way of saying it introduces a thought and they don't know what the answer is and they want to know what the answer is so they'll actually opt in.

The No. 1 reason why people struggle to put together great sales videos and how to instantly fix it. Ooo. I need to know the No. 1 reason why people struggle. And I need to know the fix.

The critical element that’s missing from all sales videos. The fastest, easiest way to write great video sales letters, video scripts, and video ad copy using a revolutionary new tool.

Again, you kind of know what it is and you know that you want to know what it is but you don’t know what it is. In order to find out what it is you've got to be able to opt in to find out. That’s what it does. And bullets are the things that you use to do that.

### Low Perceived Risk for Opting In

## Low Perceived Risk For Opting In

- Professional design with an up-to-date look and feel
- Effective “footer”
  - Company name
  - Address / Phone
  - Disclaimers



# LANDING PAGE SECRETS

The other thing that you have to do is create a situation where there's low perceived risk for actually opting in. There are a couple things that you can do right off the bat that will help you to do this in a very effective way.

The first is to have an up to date look. Now there are some things that indicate whether or not something has a modern look and feel or whether it's so very ten years ago. I will tell you that the stuff we were doing with Mini-Site Creator ten years ago is not a professional design and up to date looks and feel anymore, it's just not.

If you're concerned about it, typically any of your new WordPress themes will work, I use OptimizePress a lot. You just kind of see what are the big boys and girls are doing, how they are designing their websites. What does PayPal look like? What kind of colors are they using? What kind of edges and buttons and things like that? You'll see stuff like OptimizePress and some of these others, just go look at these big sites and how they're designed, the colors they use. You'll see that they're pretty minimalistic in many ways.

But they have a very professional look and feel and there are so many hundreds if not thousands of themes out there that you could use for WordPress to look good.

That's the No. 1 thing, be sure that it's professional. There's some kind of animation thing for WordPress where it will animate all these different elements on your website.

I think that's the dumbest friggin thing I've ever seen or heard of in my life. So if you bought it, I would suggest that you get a refund. Amazon doesn't do stuff like that. PayPal doesn't do stuff like that. Google doesn't do stuff like that. They don't make your videos bounce or your headlines appear or any of that crap. They just don't do any of that.

I would just tell you to avoid anything like that and just have a good color scheme and a nice layout and you'll be good.

The other thing that really lowers the perceived risk for opting in is an effective footer. An effective footer is basically the information at the bottom of your site which has company name, address, phone, and disclaimers. This will do a couple things for you, okay.

No. 1 is people see that and they go, hmm, must be a real company, all right, because scammers don't put that kind of stuff at the bottom. Also as far as Google and Facebook are concerned, when you do this, it makes you a more legit site. Having the footer, having the company name, in some cases, too, they're going to want some kind of a logo on there. You may or may not want to do that. But again, WordPress makes it easy to get a logo at the top.

They're also going to want to see some sort of site navigation. Again, these are not necessarily things you have to do, especially if you're not going to advertise on Google. Facebook doesn't want it as much as Google does, but Google basically wants you to have a logo, site navigation at the top,. Make sure it's really clear that there's a company, company name, address, phone, all the disclaimers, so that it looks like this page that you're driving people to is a page that's part of a bigger site, as opposed to just a name grab page. That's just something to think about.

But also having a logo and some kind of site navigation and all this stuff lowers the risk. People don't feel like they're just joining something blind. And it helps to reassure them.

## Typical Types of Opt In Pages

# Typical Types of Opt-In Pages

These are the main types of pages you'll typically see / use in your business



## ***LANDING PAGE SECRETS***

Anyway, let's talk about some typically types of opt in pages. These are the main types of pages that you're going to typically see and use in your business when it comes to opt in pages. There will of course be exceptions to rules and there will be other things that could be done, but these would be the typical ones that you would do.



Critical Concept

## Critical Concept



- “Above the fold”
- Means having your main message AND call to action where people don’t have to scroll to see them
- <http://webpagesize.net/>



# LANDING PAGE SECRETS

Before we get into that, there is a critical concept I want to share with you. I want to see if you understand what that is. That is above the fold. It's a concept that actually comes from newspapers. You guys tell me in the Q&A box, what does above the fold mean. I want to see what you guys say. In the Q&A box, those of you that are here live, what does above the fold mean? All right.

Nirup says “Top of the page.”

Gabrielle says “Everything a visitor sees when they first land on your site without scrolling.” Yep. Great.

Rex says “See without scrolling.”

“See without scroll down.”

Russ says... yep, that's it.”

You guys got it. It basically comes down to not just what you see first, but what you see first without having to scroll. What people don't have to hunt and so this is your window. You've got your www dot and all that and you've got your scroll bar over here. That's like the world's best looking browser as far as I'm concerned.

Then above the fold is what they see without having to touch this stuff over here without having to scroll now. For those of you paying attention at home, what's the problem here

with above the fold? What is the problem when it comes to computers and monitors and everything else? What's the problem when it's designed for above the fold and also for mobile phones and things like that, what's the problem?

Jeff says “Font size.” Yes, that’s part of it.

Russ says “Responsiveness.” That’s part of it.

It's something actually simpler than that. I'll give you another minute.

Whoever gets it right will earn my eternal respect and everything else. But what's the problem?

Russ says “The fold changes.” Yes, the fold changes. Why does the fold change? It has to do with the screen. Okay, I won't belabor this.

The reason the fold changes, is because screen sizes are different. Russ got it. Screen sizes are different and screen resolutions are different, as I have learned, much to my pain, over the last week and a half. Different people have their stuff set different ways. You've got different operating systems. You have different size monitors. You have all these different things that make it really hard to know what is and what is not above the fold. I'm going to give you my secret weapon here for figuring out how something looks and what would typically not be above the fold.

[www.webpagesize.net](http://www.webpagesize.net), we'll go there now, I'll show this to you. What this does is allow you to see how a website looks on a whole bunch of different sizes and a bunch of different systems and a bunch of different resolutions and whatnot.

I want you to notice something, though. Anybody ever been to this page, Google? Yeah. Everybody’s been to this page. Google’s page works and I know you're not doing a search engine and all that stuff, but look at Google and look at what they do and the stuff that they provide and hang on one sec. Sorry, I had to scratch my ear.

If you look at the way they display their results, their stuff works. No matter what screen you're on, no matter what resolution you're on, they make that work.

Let's go look at this. I want to grab the right example of a URL that we'll use here. Okay, so we put in this URL. This is an actual site. Come on. Try a different size. My Internet connection may have gone to hell.

That might be a pain in the ass because it will start playing. Technology has not been my friend this week, I will tell you.

All right, so this is what this page looks like basically on an iPad, all right. This is basically what this page will look like if you turn the iPad away. You can see that it



looks a little funky, especially with the hard carriage returns in the headline. But you can see above the fold there is definitely at least one call to action.

The one that I tried to design for, because I know it will work on everything else, is the 1024 by 768. Because I know that if it shows above the fold on this, then I know it will pretty much show for anybody. You can look in the responsiveness and stuff. If we looked at an iPhone 5 or something like that, you'll see how it rearranges itself. It's still above the fold on that.

But this is important because when you're designing your opt in pages. You've got to make sure that your call to action and all the stuff that someone would need to see in order to make the decision to be able to opt in is at the top, or above the fold. And that's another reason why people have started using these light box opt in things where you don't see the opt in form on the page. You just have a button. I've never seen the studies but people say that there have been studies where once you get somebody to click that button you have a higher likelihood of their actually opting in or taking the action because they've already started taking action and it's kind of like a slippery slide or dominos. Once they've started, they have a tendency to keep going.

That's another reason why. But one of the big reasons why is a form like this takes up a lot of room on a page. So that's really a cool tool with [www.webpagesize.net](http://www.webpagesize.net) that adds on here that you can ignore.

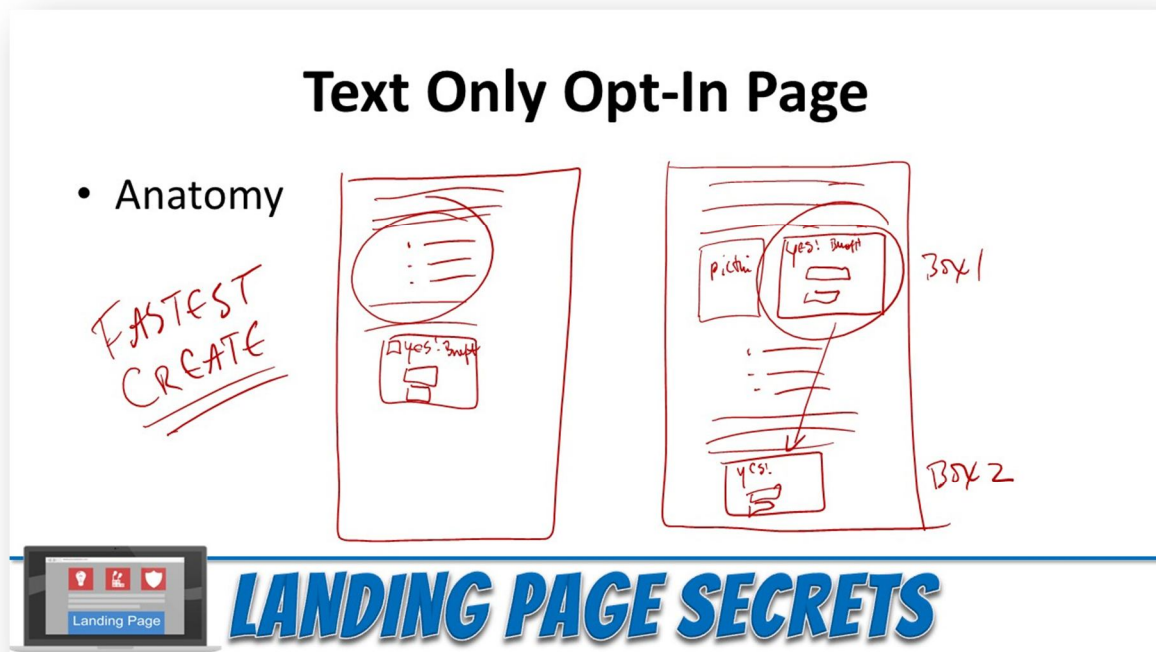
It's definitely a bunch of different things. I don't know if you guys have used this.

I see people asking questions about sales landing opt in pages, and we'll talk about the sales landing pages next time.

Okay, so let's keep going.

Again, that's a great tool. Above the fold, this is very, very, very important that you understand that when you are doing your thing.

Text Only Opt In Page



The first type of opt in page is basically a text only opt in page. You’ve seen these. This is the oldest thing ever. As far as the anatomy of them, they basically come in a couple different formats, basically you have a headline and then you have a couple bullets. And then you have a little paragraph and then you have a box where you tell them to put in their e-mail or their name and e-mail. Typically there's a little yes. And then I want, you know, big benefit.

Another way of doing a text only one, is where you have your big headline. You have a picture of some kind. You have an opt in box with the requisite yes. And then whatever benefits. So yes, I really do want to learn how to do underwater basket weaving and holding my breath for 30 minutes at a time. Please, give me the free report with a demo video.

Then typically you would have the bullets and stuff that would be there. And then a paragraph or a summary thing. And then you would have a repeat of a box that’s up here which would just be repeated down here. And if you were feeling super sexy as far as tracking, you would track box one versus box two as far as the opt in rate and the ultimate conversion rate and this is a value. And all the other stuff that you should track, but I don’t track because, well, I just don’t.

But that’s typically a text only one. Typically a text only would be your fastest to create. For most people this is absolutely your fastest easiest way to do it and the most recommended way to create an opt in page that you're going to test.

## Text Only Opt-In Page

- Examples
- <http://7dayebook.com/free-report/>
- <http://7dayebook.com/free-report/report-side.html>
- <http://thejimedwardsmethod.com/azon-best-seller/>



## LANDING PAGE SECRETS

Let's look at some examples. Got three here. This one is an example of offering a free report where it doesn't have the call to action above the fold. And in testing, that's not going to get as good a response typically. It's got a picture here. We'll talk about pictures in a little while. But it's got a picture of what they're going to get. If they're just skimming and they say, okay, they're offering a free report, Five Keys to Creating Money Making eBooks Fast.

Again, the title of the report and the headline are the same. The ad would be basically Five keys to creating money making eBooks fast. Click here now. There's a perfect pass-off between the ad to the headline to the graphic. But it doesn't have the call to action above the fold in this particular case.

As opposed to this one where we've eliminated some of the text, specifically the part about me. We have the headline, we have the graphic, we have the box where they opt in. 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 tell them this is what you're going to get. And then we have the box again.

This one outperformed the other one significantly. I can't remember off the top of my head how much so, but it did.

Again, this is just straight up text. You could type this up in an hour if you had to, or even quicker. Again, there's no video. You can have somebody make a cover like this for five bucks on Fiverr. It's definitely the easiest way to go.

Another example, this one right here again is all text. This is the pass-off from the ad which is How to make any book an Amazon bestseller in 72 hours. That was the big idea in the ad. See complete detailed blueprints to make any book an Amazon bestseller in 72 hours, including yours, even if you don't have an e-mail list, even if you don't have any Facebook friends, even if you never sold a single copy yet, even if your book isn't even written. Then getting their info. Then I've got a little thing down here and a footer.

This one isn't converting as well. It's converting the best of any of the ones that I have done so far, but I'm still not happy with it. You can see on an iPad it looks like this. Again, the key is having that call to action above the fold so that somebody can see it and actually, you know, get the whole idea that's what's going on.

Those are three examples of just text only. It's really straightforward. The big thing is just having it above the fold.

### Video Opt In Pages

**Video Opt-In Page**

- Basic Anatomy
  - Headline
  - Video
  - Button

ATTN: If you want pay DB without big pain then you need BRIBE. CTA

AUTOPLAY YES/NO!  
MEASURE OPT IN RATE? CONV. RATE

LANDING PAGE SECRETS

All right, so video opt in pages. The basic anatomy of a video opt in page is really straightforward. It's a headline; it's a video and a button. The one that I've seen that works, but again you've got to be careful, you've got to think about your traffic source. Literally there's a video that auto-plays. There's a headline above the video. And then there's a button that says click here. I mean it's literally that simple.

A lot of times you'll see these off of ads in magazines and print, things like that. You're going to have a harder time running this type of, or running traffic from Google. But you

have some kind of a header and maybe some sort of navigation with buttons and stuff and then you had your headline right here and then you had a footer with your links or disclaimers and stuff and then your address and that kind of a thing. All of a sudden you take this basic anatomy and you turn it into something that is perfectly acceptable to most places where you're probably going to run an ad and then drive traffic.

But the key is in this particular case, understanding your audience as well. My buddy Gabrielle and I have had fights about this, which is auto-play or not. I personally think that it should always auto-play. But, you will have situations where you're selling to a professional market or something where somebody would be in their cubicle or at their work. They're looking at this stuff, and if it started playing they would get fired because they're looking at it. Then you've got to make sure that it doesn't auto-play.

The biggest thing you have to do measure your opt in rate with auto-play versus not auto-play, because that's what matters the most. What's your opt in rate and then what's your ultimate conversion rate. So yeah, you might piss a few people off by having the thing auto-play, but if you get three times as many opt ins by having an auto-play and twice as many sales by having an auto-play, well then guess what? It needs to auto-play. And the people who get pissed off will just have to get pissed off. That's typically what you're going to do.

As far as a script for the actual video, it really just comes down to a really simple script. Sorry, I keep hitting the keyboard by accident. Oh, good, now I disconnected the keyboard. That's awesome.

It really comes down to Attention, whoever your target audience is, professional bookkeepers. If you want x payoff without any pain. Okay, so Attention professional bookkeepers. If you want to get more virtual clients without having to spend all your time marketing, then you need xxxx, whatever you're giving away. Then you need xxxx business in 15 minutes a day. Then you tell them what to do, all right.

It's a really simple formula. The video should be less than a minute long if at all possible. So Attention professional bookkeepers. If you want to get more clients than you know what to do with without having to market full time then you need ten secrets to marketing your virtual bookkeeping business. Click the button below. Whatever, then you just tell them whatever it is, whatever you want them to do. Very clear call to action. Click the button below to get your copy instantly by return e-mail. There you go.

That is the simplest thing you could do. Now you can throw in some other stuff if you want. Attention professional bookkeepers. My name is Gabrielle Fontaine. I've been a professional bookkeeper for ten years. I help professional bookkeepers create virtual bookkeeping businesses. And then you would just say the thing I said before.

Again, the more wordy you get the worse results you're going to get. Because typically, if you're going to err, err on the side of short.

Again, you can do split testing and whatnot. I would also encourage you to go check out Instant Sales Video Scripts, the software at [www.instantvideoscpts.com](http://www.instantvideoscpts.com). That will help you to come up with a bunch of different scripts. But the gist is that it comes down to Attention. If you want this without this pain then you need what I have for you. And here's how you get it.

The only other thing I would add on top of that is creating a a little information about you and how you help people.

Also that's an example though of just keeping it brief and concentrating on the problems which is all they're concerned about.

Everybody can still see and hear me okay? Yes? Yes? Tell me in the Q&A box. I just got some notification that there was a problem with the audio. Okay, people can still see what's going on. Okay.

### Video Opt-In Page

- Example
- <https://customcontentwizards.com/million-dollar-speech-registration>



## **LANDING PAGE SECRETS**

Again example as far as the video opt in page, this is actually for a video opt in for a webinar. This is actually for an Evergreen webinar. Hopefully it will come up. Yeay. This follows that format as best I can within the constraints of what was going on with trying to advertise this on Google AdWords and whatnot. But the video auto-play is over here on the left hand side. It's got a headline at the top. It's got the opt in over on the right. And then it's got the bullets and stuff over on the left. Then it's got About Us down there in the lower right.



The point is that the most important stuff is above the fold as far as I can get it. But I was also designing within the constraints again of Google AdWords so they would allow us to save this page. Wasn't that delightful of them?

Again, instead of having the button below the video, also I was doing this on a different platform from OptimizePress. I was actually doing this, creating this on Quick Funnels and this is the way I ended up doing it on this particular one. That's an example of an opt in with a video, video sales opt in page.

Somebody asked, the FAQ is basically that I had to create pages to make Google happy to make this look like a real site. It was kind of annoying, but pretty much they said that if you have a Home page, an About Us page and an FAQ page and you have your disclaimers at the bottom, then you're good to go. That was the biggest thing I took away from dealing directly with them, what you had to have for them to be happy. They're a pain in the ass. If you can find a way to generate traffic without Google, please do it.

That's an example there.

Webinar or “Event” Opt In Page

### Webinar or “Event” Opt In Page

- Anatomy

**LANDING PAGE SECRETS**

Then the other example would be a webinar or an event-type page. Now the cool thing, the biggest reason I like webinars or events as opt in pages is because they have an automatically built in thing to help you get somebody to sign up, which is a deadline. The deadline is one of the best ways to get somebody to sign up for anything because they know that it's not going to be around forever. They can't say, oh, well I'll just come

back and sign up for this later when I get a chance. They know that it's pretty much now or never.

The other thing that I like about an event page or a webinar is that people intrinsically know, okay, well if I want this webinar or if I want the replay I'm going to have to sign up. It's not like people know the reason that you're giving away a free report or a free piece of software or a free video or a free whatever. They know the reason you're doing that is because you want to get their e-mail and you want to sell them something.

But when you're doing a webinar or an event, they know, okay, well I've got to sign up if I want it, so maybe they're not evil and maybe they won't spam me. But if I want this I have to sign up for it. That's why I like them.

An event page, pretty typical the layout for me that I have seen in the last year that seems to get the best results is a headline across the top, a way for them to register right up front. It's kind of a calendar here with the time and date of the event. Typically it's a picture of you or your co-presenter, or if you've got more than one person. Then you've got your names underneath. And typically a sub-headline of some kind, all right. And then bullets. And then the same call to action button typically.

Then some sort of a final thought thing. Now we're getting below the fold. Again, depending, you may not get all this stuff above the fold. But no matter what they're doing, even if they're looking at it on a phone, they're going to see this headline, they're going to see this register button on an iPhone or an Android phone or whatever, so they're going to get the big idea, because the headline has got to convey the big idea.

At a bare minimum they're going to get the big idea and they're going to get the register link, the register button.

Then down here at the bottom there's some sort of a last chance or a PS or something that serves the purpose of a PS. You'll see a lot of people using verbiage like, hey, this is. I'm not going to say I invented this verbiage, but I was one of the first people ever to use it. It was basically to say our events, our free events are better than what most people charge \$1000 for and they fill up fast, so go ahead and sign up now so you don't miss out. Something to that effect.

That's typically the anatomy of any type of a webinar or an event page. And again, it's got that built in deadline and a reason to sign up now.

One other thing that I've seen that works really, really well is to have a countdown timer right underneath that and above the sub-headline link, or the sub-headline text. That will really help with some sort of a countdown. That really comes in handy and that will increase your conversion, especially as you get closer and closer to the actual event itself.



## Webinar or “Event” Opt In Page

- Example
- <http://thejimedwardsmethod.com/vsl-webinar/>



## LANDING PAGE SECRETS

Once again an example, we saw this one before but we'll look at it from the standpoint now of it. If you just look at it in my screen, it's Jim Edwards designs free workshop, crafting videos, sales letters that work, so this is a pre-head. How to make video sales letters, VSLs, that sell like crazy without wasting time out there with sales copy techniques that don't work. Claim my spot now. And then it gives the date, times, shows me. Then it's got the headline or excuse me, the countdown timer, time left until the webinar starts. Watch as we... and this is the sub-headline, it's the big payoff is in here, Watch as we write an entire video sales letter live for a random volunteer on the webinar.

One thing just looking at this in the parentheses, I can put in there, it could be you. This is something I haven't played up enough, but it could be you and it's a \$1000 value and you could be the lucky winner. That would be kind of cool. That would be worth trying.

And I'm also going to show you, and then I've got bullets. Seven elements to include. Reason why people struggle. Critical element that's missing. Fastest, easiest way to write great sales copy. And then the typical warning thing. And it's got the Claim my spot now there. So I didn't have it underneath this, I had it down here. You could do either one. And it would be worth testing, having it here underneath this as well.

That's an event and that works. This is kind of a combination of me looking at stuff that I've seen people, other people do, my own stuff that I've done looking at lead pages, looking at OptimizePress, looking at all these different solutions. This format, this layout

for me at least, with my audience, is the one that gives the best conversion. Hopefully that helps you. We'll give you all the links to all these as well on the replay page.

### Elements That Increase Your Opt In Rate

## Elements to Increase Opt-In Rate

- Countdown timers
- Limited time
- Relevant image(s) of:
  - What they get (bribe) when they opt in AND/ Or
  - The payoff of the big idea / benefit behind the WIIFM
- A damn good “bribe” (whatever you’re offering in exchange for the opt in)



# LANDING PAGE SECRETS

Let's talk about elements that increase your opt in rate. Countdown timers or some type of limited time really helps to increase your opt in rate. People know that a webinar has a built in deadline and it has a reason for you to sign up because you have to sign up in order to register for the webinar.

Countdown timers and a limited time, those are some of your best ways to increase your opt in rate.

If you want to do something cheesy, like just put a countdown timer on there, there are plenty of countdown timers out there, WordPress plugins that you can buy that you could just have a countdown timer on the damn page. Don't have any text like this will only be available for the next however minutes. Just put a countdown timer on the page and you'll watch it counting down for 30 minutes or an hour or something like that. So whenever anybody comes and gets there it starts counting down from an hour or 30 minutes and you'll see an increase in your opt in rate. But don't say anything cheesy like this is only available for the next 30 minutes. Just have the damn countdown timer on there. I guarantee it will in most cases increase your opt in rate just by being on there with nothing else on it.

Another thing that will increase your opt in rate is to have relevant images of what they get, the bribe when they opt in and/or the payoff or the big idea, the benefit behind the what's in it for me. When I showed you the picture of the little report, the little virtual thing that showed them what they were going to get. Having that as opposed to not having that, again, helped increase conversion rate. It helped to increase the number of people that came there and actually signed up.

If you don't have a picture of the thing then you want to have a picture of the big idea or the benefit behind the, what's in it for me. On some that I've done, when we were doing things for public speaking, the benefit of the public speaking in the offer we were making was helping people getting more public speaking virtually or onstage. The picture that we used was of an attractive young lady speaking from the stage. It wasn't a picture of the bribe that we were offering them, it was a picture of the big idea, which is, I want to speak from the stage more.

The bottom line though is you've got to have a damn good bribe. So whatever you're offering in exchange for the opt in, that exchange of value, the bribe, the thing, whether it's a video or software or information or a consultation or whatever it is, it's got to be damn good and it's got to make sense. It's got to continue the conversation. And as we learned from our question and answer before, it's got to be of immediate use. I think that's something that I understood intrinsically but maybe never verbalized, but it's good to bring that out and say it really needs to be of immediate use so it scratches an immediate itch immediately.

## Assignment

### Assignment

- Take a look at your existing opt in pages to see where you might need to improve
  - Pull factor of your headline. Does it grab attention?
  - Curiosity factor. Do you arouse curiosity that makes them want to find out more and “pay for it” with their email and contact information?
  - WIIFM. Communication of the Promise / Payoff. Is it clear and compelling?
  - Clear and simple call to action. Is it immediately obvious what they need to do next?
  - Does the opt-in page flow with the conversation started with the ad / email used to get them to the page in the first place?



## LANDING PAGE SECRETS

Your assignment is pretty straightforward. Take a look at your existing opt in pages and see where you might need to improve. Look at the pull factor of your headline. Does it grab attention? That’s the single most important part of any landing page is the headline. Does yours do the job you need it to do?

Curiosity factor. Do you arouse curiosity that makes them want to find out more and pay for it, whatever it is, the bribe, with their e-mail and/or contact information?

What's in it for me? Is there communication of the promise and payoff? Is it clear and compelling? Is it immediately apparent what's in it for me? If not you need to make changes so that it is immediately apparent.

Do you have a clear and simple call to action? Is it immediately obvious what they need to do next? That’s another reason for just having a button, everybody knows how to click a button on the Internet. If they don’t know how to click a button on the Internet they're too stupid to be your customer. That’s the bottom line. If they're too stupid to be your customer you don’t want them on your list anyway because all they probably know how to do is send e-mails that will annoy the crap out of you.

Then the big thing is does the opt in page flow with the conversation that got started in the ad or e-mail used to get them to the page in the first place? That’s when I said the ad, whatever the big idea is in the ad. This is my attempt at a lightbulb, whatever big idea needs to flow from the ad over to the landing page. And the easiest way to do that is to

have the headline on the landing page as close to or identical to the sales copy and the ad. That’s how you’re going to be able to continue that conversation as easily as possible.

## Final Thoughts

### Final Thoughts

- Getting people to opt in for anything comes down to just a few things:
  - A BIG perceived payoff in exchange for their information
  - Quickly communicating WIIFM + CTA “ABOVE the fold”
  - Lower the perception of risk as far as possible with a professional presentation
  - Only ask for as much information as is absolutely necessary
- Final question: Would YOU sign up for what you’re offering?



## LANDING PAGE SECRETS

Some final thoughts for you. Your opt in customer rate for anything comes down to just a few things, what’s in it for me and a call to action. You want the perception as far as possible that it doesn’t look like you’re selling something from your garage. And only ask for as much information as absolutely necessary. Just because you could ask for name, e-mail, address, phone number, blood type, marital status, don’t. Only ask for as much as you need, because the less information you ask for typically that will increase your conversion rate. Not always, but in a vast majority of cases it will.

Then the final question that you need to be able to answer is would you sign up for what you’re offering? That’s very revealing, because if you’re... aw, this is good enough. Or I’ve put in enough effort. Or by God, this is good. Or I’ll just test it out. Or all the different things that you can say that would make you maybe shortcut or not pay attention or maybe not put as much thought into it as you could. If you walk away from it for a day and then you put on your prospect hat, the hat of the person that you’re trying to get to sign up, you need to look at that and honestly say, if I saw this page would I sign up? If the answer is no then you need to make changes. If the answer is yes then you need to run traffic to it, have faith in it and see if it will work and then tweak it from there.

## Next Time

### Next Time

- Sales Landing Pages



That's it for this one. Next time we're going to go over sales landing pages, how to ask people to pay you money for stuff, which is in my opinion the most exciting part of the whole process.

Did you guys enjoy this? Was this good? Was this helpful? Did you learn anything new? Anything on here that helped you out?

Gabrielle says “Excellent. Thanks.”

Nirup says “Very good.”

Jeff says “Very good and thanks.”

Russ says “I got to go redesign some pages.” That's good.

Rex says [www.webpagesize.net](http://www.webpagesize.net) is gold.” Excellent.

Brad says “Thanks.”

Okay. I appreciate it, guys. We will work on the replay. Everybody have a great day and we will see you next week for the sales page webinar. Bye-bye, everybody.