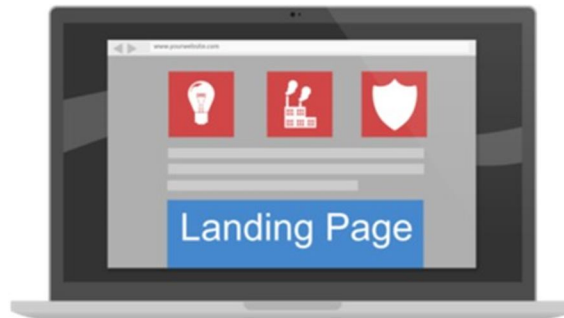




**Presents...**

**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 3

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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, the webinar series. We are going to be going over Text Sales Letter Landing Pages.

In the first two webinars we did Fundamentals and Mistakes. Last time we did Opt In Landing Pages. Today we're doing Text Sales Letter Landing Pages. Next time we'll do Video Sales Letters. And then we'll have a big whopping Q&A session, so it will be rollicking, as they say, so that will be good.

## Webinar 3: Text Sales Letter Landing Pages



**Webinar #3:**  
**Text Sales Letter Landing Pages**

What Everyone Needs To Know About  
Sales Letter Writing In Today's Online  
World



**LANDING PAGE SECRETS**

Today we're going to be doing webinar No. 3, Text Sales Letter Landing Pages. This is what everybody needs to know about sales letter writing in today's online world. Things have changed, interestingly enough. We don't do things the way we used to. I think in some respects, some people think actually that just plain text sales letters have disappeared, and that is not the case. There are still, I would say, at least as many long form sales letters out there in the big world, as opposed to just the world of Internet marketing or the stuff that we see. I think there's as much or more that's still just straight text as there is with video and stuff, so it's still important to be able to put the words down that make people actually buy.

Why Should You Listen to Me?

## Why listen to me?

- Have written multiple sales letters that have each produced Million Dollar+ sales
- Have taught thousands of people how to write better copy based on my experiences



## LANDING PAGE SECRETS

The question eternally that you should probably ask is why should you listen to me? Me being me, not me being you. I have actually written multiple sales letters that have each produced over a million dollars in sales. My personal record is one sales letter generating over four million dollars in sales. Now truth be told, that took place over a two and a half year period, but who wouldn't want four million dollars over two and a half years. Oh, I can't think of anyone.

I've also taught thousands of people how to write better copy based on my own experiences. So yes, I learned how to write sales copy from other people way back in the day in 2001, so however long ago that is now, I can't even do the math.

The first person I actually really ever learned how to write a sales letter from was a guy named Marlon Sanders. He had something called The Amazing Formula, which was a way to hit all the hot spots you had to hit with a sales letter, a text sales letter.

Since then I've read tons and tons of books by everybody from Eugene Schwartz to Dan Kennedy to John Carlton to everybody. But the biggest thing that I found with writing sales copy is that the more you do it the better you're going to get. And the more you practice, the more insight you're going to get.



Why This is Important for YOU!

## Why this is important for YOU!

- Selling what you have is MORE important than creating what you sell!
- Lots of people have GREAT products, but Crap sales
- You MUST learn how to sell properly online
  - Sales copy is how you do it



## **LANDING PAGE SECRETS**

Why is this important for you? It's important because selling what you have is more important than creating what you sell. What I mean by that is that most people will spend a ton of time creating their product. It's almost like they're an inventor. They sit in their office or their garage or whatever and they create this thing and they think they're going to make a million bucks and then they don't make anything because they don't learn how to sell what they've created.

Selling what you have is more important than creating what you sell in the end. Marketing is more important than product creation.

Lots of people have great products but they have crappy sales. It's because they have never learned how to sell. You have to learn how to sell properly online and sales copy is how you do it, whether you do just straight text, whether you do video, whether you're selling on webinars. However you're selling, you have to be able to write great sales copy so you can make a pitch.

What We'll Cover

## What we'll cover:

- What's on people's minds now?
- Top 3 FEARS
- The "classic" model and why it was so long
- Jim's Express Sales Letter Model
- The #1 thing most people leave out
- Other truths about what works now
- The ultimate judge of your sales copy
- Much, MUCH more!



## **LANDING PAGE SECRETS**

What we're going to cover. We are going to cover what's on people's minds now, the top three fears that people have, the classic model and why it was so long. Then we're going to go over Jim's Express Sales Letter Model. Then we're going to go over the No. 1 thing most people leave out, the truths about what works now as far as copy. And then the ultimate judge of your sales copy. And of course, much, much more.

What's on People's Minds Now



**What's on people's minds now?**

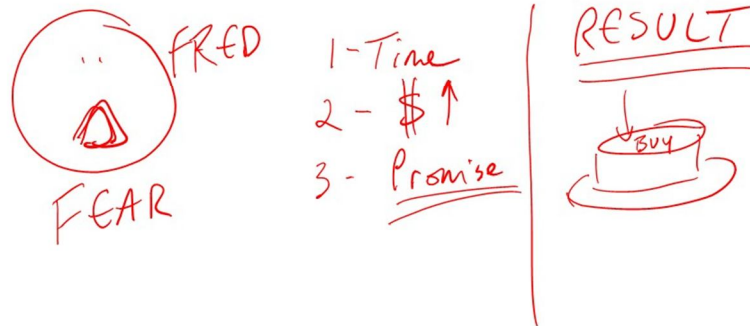
Where are we in general in this hyper-fast-paced, attention-starved world?



**LANDING PAGE SECRETS**

Let's talk about what's on people's minds now and where we are in general in this very hyper-fast-paced attention starved world. Where are we? Where are people's minds?

## What's on people's minds now?



## LANDING PAGE SECRETS

What's on people's minds? Well, the No. 1 thing is fear. I always like to use the example of this person named Fred. What's mainly on Fred's mind is fear. In fact, fear is more motivating for Fred than anything else as far as what's going to cause him to make a decision or in many cases what's going to cause him to not make a decision if he gets immobilized by his fear.

How do people make decisions? They basically make decisions in a lot of cases by putting things through their fear filters. The No. 1 thing that they're worried about is wasting time. For some reason I think my computer might be not cooperating right now, so we'll try this a little bit different way. All right.

## What's on people's minds now?

- Top 3 FEARS:
  - #1 - Wasting time / taking too much time to get result they want
  - #2 - Paying too much (not enough value)
  - #3 - Product won't deliver on the promise



## LANDING PAGE SECRETS

They're worried about wasting time. They're worried about paying too much money for stuff. And they're also in many cases more worried that the product won't deliver on the promise made to sell it.

When I talk to people about buying stuff on the Internet, one of the biggest things that they complain about is that the best part of the product was the sales copy used to sell it. The actual product or service or software, whatever, is not in any way, shape or form living up to the promises that were made in order to actually get people to buy whatever it is that they ended up buying. So that compounds on itself over time and people are afraid that you're going to waste their time, they're afraid that you're going to charge them too much. Finally, they're afraid that if they do pull the trigger and buy, they're not going to get what it is they thought they were going to get.

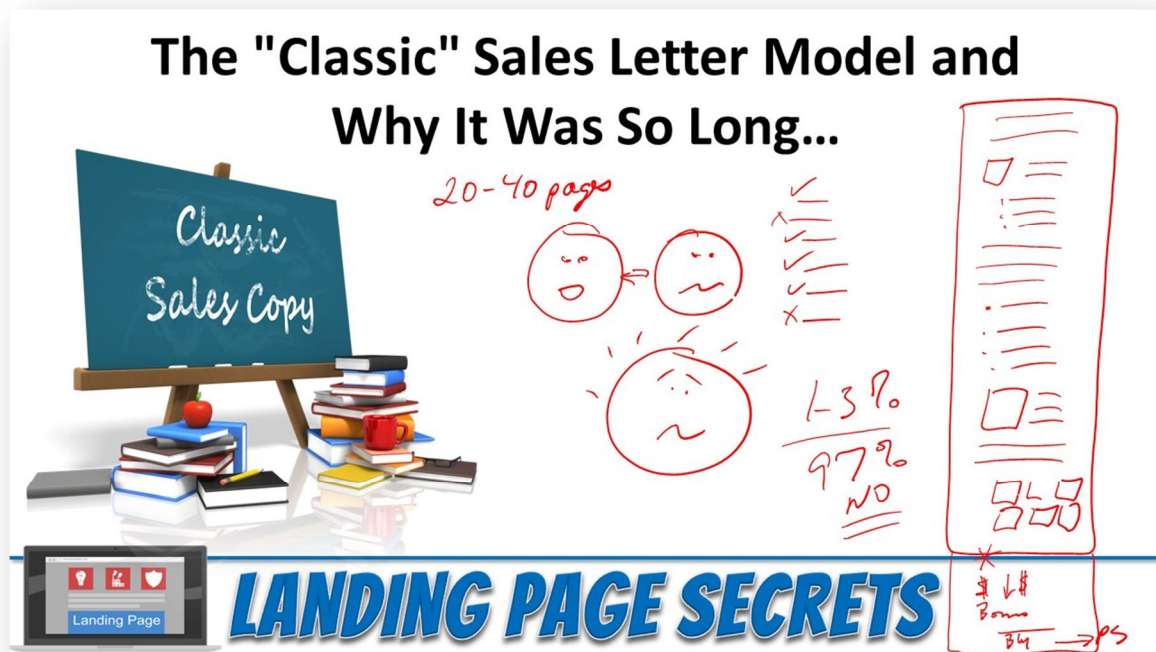
The other thing as far as buying, people buy now based on the result that they think they're going to get. It used to be people bought on features and benefits and all that stuff. Pretty much now all anybody cares about is the result that they're going to get. The result is usually the hot button. It's the thing that will actually get somebody to push the button and actually make that buying decision. That's the hot button now as expressed in terms of results that they're going to get. You need to keep that in mind when you're crafting your sales copy.

Again, just to summarize, the top three fears that anybody is worried about are wasting time or taking too much time to get the result that they want, paying too much, which is

another way of saying not getting enough value for what they pay in terms of time and money.

And never forget that when people are paying, they're paying in a couple different ways. They're paying with their time and they're paying with their money. You've got to remember that. In many cases the money is not nearly as important as the time. The other fear that they have is the fear that the product won't actually deliver on the promise. You've got to remember all that.

The “Classic” Sales Letter Model and Why It was so Long



As far as the classic sales letter model, why was the original or the classic sales letter model so long? When you think of a sales letter, typically it was 20 to 40 pages, which is pretty long. A classic long form sales letter typically had the headline, it might have a picture here, it's got an Attention So and So. Then you've got your little bullet package at the beginning. Then you have your paragraphs and then you have your bullet and then you have your introduction of the solution and then you have some more bullets. Finally you have testimonials from people and then you have a guarantee and then you have a price and then you have a price drop and then you have your bonuses and then down here finally it's go ahead and buy. Then of course you add your PS.

## The "Classic" Sales Letter Model and Why It Was So Long...

- Bottom line: sales copy used to be about what you said as people analyzed endlessly
  - Now it's about how it looks and is structured as they skim for the key points they need to make a buying decision
  - Think about an Amazon sales page... [Example](#)



## LANDING PAGE SECRETS

These things were monstrously huge. Probably the biggest reason for this was because you couldn't sell face-to-face. You couldn't sit down with somebody and say here's all the stuff, now why are you not buying? Well it's because it doesn't do this. Okay, well we'll fix this and we'll take care of that and we'll take care of that. And you couldn't overcome their objections.

Also people were just plain scared to buy. It was kind of a scary thing to buy online because people were telling you how dangerous it was to give your credit card. So with all of these factors, that's why you pretty much were having a one to three percent conversion rate. That's why you would have this situation where 97 percent of the people would say no because there were so many things that were beyond your control.

You basically had to take 20 to 30 or 40 pages to try and hit every single hot button or every single angle that you had to hit for every single prospect.

The other reality was that sales copy used to be about what you said so people would analyze it endlessly. Now it's more about how it looks and how it's structured as people skim for the key points that they need to make a buying decision.

Let's talk about an example of a sales landing page that many of you have looked at and bought over and over. I'm sure the majority of you have actually bought from Amazon. And every single one of the pages on Amazon is actually a text sales landing page. You

may not have thought about it like that, but it's true.

Let me get out of this really quick. I'm still getting used to this new computer.

If we look at this, I just picked this at random. If you look at a sales page on Amazon, what are some things that are common on every single Amazon text sales page? There's a headline, and the headline is the title of whatever it is that you're buying typically. But more savvy marketers, especially the ones who are doing fulfilled by Amazon, are turning the titles of their products basically into headlines.

There's a headline that grabs your attention. There is a date which will tell you how new or how old the publication or the product is in some cases. It has social proof, which shows the rating by number of customers. It has a picture of the product so that you can view it. Sometimes it will allow you to actually see inside the thing. It lets you look at the front and the back cover.

Over here it's got the price. And the price is in red, interestingly enough. It also shows you the list price and it shows you how much you're saving, which helps you to do what? Oh, this is a reason to buy now because subconsciously you see, okay, there's a discount here for some reason. It may not last forever and they've got it in stock so I probably ought to buy it now.

There's a clear button of what to do to buy. You can't get much clearer than buy now. It will answer the question of how soon do you get it. This is saying that you can even have it tomorrow if you order within the next four hours. Got a little bit more proof with credibility here that this was actually one of the best books of the month. Actually I don't know if this was one of the best books of the month or not, but this is on here so it made me think that it was one of the best books of the month.

Then it's got some sales copy here, which basically tells what's in the book. I'm not a big fan of how this is organized. I think somebody could do a better job. But it's got stuff that tells you what's in the book. Then it's got reviews. It's actually got this editorial review stuff, which you can put in there. You can put in if you've got social proof from other people. It's got the product details. And then it's got customer reviews. These are like testimonials.

And that's pretty much it. But it hits the highlights of what you need to hit.

You know what it's about, you know when you can get it, you know how much it costs, you know if it's a good deal, you know if other people like it or not, you know what it's about based on the copy here, and you know what it looks like. Those are the main things that you need to get across when it comes to any type of a sales landing page.



Now here's the thing. I heard from somebody, and I cannot vouch for this being true or not true. However, someone I know whom I trust to give me very good information told me that Amazon's average conversion rate is 16 percent, meaning that 16 out of 100 people that come here to look at something buy. I think that comes from the standpoint that people go to Amazon and they are going there to buy stuff. You don't go to Amazon; most people don't go to Amazon just to browse. They go to browse with a purpose.

The point is that Amazon knows a lot about selling stuff to people and they know what needs to be on a page to get them to buy. And they know what doesn't need to be on a page to get them to buy. I just wanted to throw that out as an example and show you that all those elements are there. We're going to talk more about these elements in a minute.

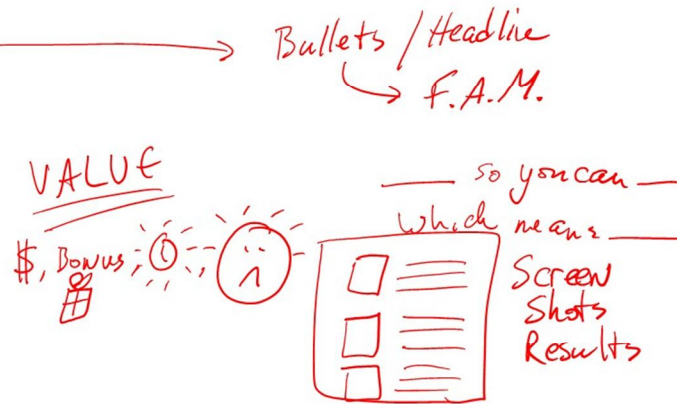
### Sales Letter Model for Today's World



Let's talk about a sales letter model for today's world. Here's the thing that you need to hit, all right. I call it P4C. It comes down to the five things that you need to make sure that you're hitting in your sales copy. And honestly, this applies in video sales copy as well as text sales copy.

## Bare Bones you need to hit: P4C

- Promise
- “Proof”
- Price (Killer Deal)
- “Pull” (Act Now)
- Call To Action



## LANDING PAGE SECRETS

The first thing is what's the promise? That's answering the question of what do I get. How do you make the promise on a text sales letter? Well, you make the promise with bullets in particular. Let me get my pen here so I know I've got that. You make the promise with bullets. You make the promise oftentimes in the headline. The headline and the bullets are where you're going to make the promise.

As far as bullets go, there's a formula for doing bullets called FAM. FAM stands for features, advantage, meaning. Feature is what it is. Advantage is what it does for you. And meaning is what that means to you.

Let's say a feature is three ways to get a price for your house, to come up with the price for your house if you're going to sell it on your own. The advantage is that you know what your property is worth when you're dealing with prospective buyers. And that means you will be able to negotiate with confidence when people start trying to beat you up on your price.

By using that formula for your bullets, that will help you a lot to be able to create really good sales copy. It literally just is that little formula. It does this so you can, which means you will. That's the formula. Blank so you can, which means blank.

The next thing you've got to do is proof, because people are asking the question, why should I believe you? The old way to do that is with text, testimonials plus a picture. On your sales letter you would have pictures of people who would say I used this product

and it helped me to overcome this and helped me to get this result really quickly.

Those are not bad, but things change with the advent of social media and hearing about people. Let's just say maybe faking those or making those up won't work. One of the things that will really help you in the proof department is if you can show screen shots of results. That's a big thing, if you can show Facebook comments or maybe forum comments. Stuff that looks more like it couldn't be faked very easily, because typically people are used to seeing and believing what they see on social media or in forums and things like that.

There's nothing wrong with the old testimonial stuff, but if you can show screen shots of results, if you can show testimonials or Facebook comments or things like that.

Next thing is price and the question is this a killer deal? Am I getting massive value here. There's a reason when you're selling on Amazon, that even if you set the price of your book at say \$29, Amazon will discount the book by a certain amount and still pay you the same royalty as if they were selling it at \$29. Why are they willing to do that? Because they know that giving people a deal, and they've even got it down to a science as to how much of a deal they give, giving people a deal ends up making more money in the long run for them than trying to get full price all the time.

Making people feel like they're getting a great deal is going to help them to make that buying decision.

Then you've got to have some pull. This is something new that I have added to this formula as far as just trying to break it down. It used to be just promise, proof, price, and call to action. But you've got to have some pull. Ten, 15 years ago there weren't nearly as many people trying to sell on the Internet as there are now, so you've got to give people a reason to act now.

The three main reasons people use to get people to act now come down to price, giving them a deal, some type of bonus offer where you throw in a bunch of little extra goodies. And then perhaps some kind of a limited time offer where they only have a certain amount of time to get the stuff that you're trying to sell them.

I think that one of the most effective ways to get somebody to act now is to key in on the pain of not changing. That to me is more effective, because I think people are somewhat inured or immune to thinking in terms of this is a bonus. Is this a good bonus or not, is this really a time sensitive offer, is this really a discount or is it a fake discount? But if you can key in on, hey, you know, we are going to give you a discount, we are giving you some extra bonuses and we do have a limited time. We're not sure how long this special is going to last.

But I want you to think about something. All that stuff aside, how are you going to feel if you don't get rid of this problem that you have? How are you going to feel if you keep dealing with this problem, this problem, and this problem? And here you have the magic solution that's going to help you to say goodbye to that forever. How is that going to make you feel? Everything aside.

All of a sudden you know that you need to buy this and you know that you need to take advantage of this right now. Everything else is just gravy. I'm kind of paraphrasing that. But you need to think that through and figure out the emotional reasons on why they need to act now, because those can get you better results.

And then of course you have the call to action, what do you do next. People are like oh, they should know what to do. Well, there's a reason why Amazon has a big orange, buy now button, because they've tested different buttons and they've tested different placement and they've tested different stuff and they found that big orange, buy now button, works best for the people who show up to their sites.

### **Bare Bones you need to hit: P4C**

- PROMISE - What do I get?
- PROOF - Why should I believe you?
- PRICE - Why is this a great deal?
- PULL – Why should I buy right now?
- CALL TO ACTION – What to do next?



## **LANDING PAGE SECRETS**

Just to summarize the bare bones you've got to hit with this P4C is the promise. Answer the question what do I get. Give them proof, because they're asking why should I believe you? Price. You've got to explain why this is a great deal. You've got to have some pull, which is why should I buy right now. And then the call to action is what do I do next?

Jim's Text Sales Letter Landing Page Model

## Jim's Text Sales Letter Landing Page Model

All the parts in the right spot!



Let me share with you my text sales letter landing page model, which ends up getting you all the right parts in all the right spots. The key to remember here is that these don't have to be really, really long. You can do this with a situation where you are only doing a couple sentences for each one. Or you could end up doing a page for each one. It doesn't really matter, especially when you're first getting your first sales letter landing page together.

What matters is that you punch all of these buttons in this order because that's going to help you get the results that you want.

## Jim's Text Sales Landing Page Model

- Headline — Attention Promise
- Problem
- Agitate
- Solve
- Promise — SOLVE
- Bullets
- “Proof” — WHAT GET
- Price (Killer Deal) — Because VALUE STACK
- Guarantee
- Push (why buy now)
- Call to action — SUMMARY
- PS — Re-state Promise

FAM  
> FEATURE  
> Advantage  
> Meaning

# LANDING PAGE SECRETS

The first thing you've got to do is have a headline. The headline is going to grab their attention and it's going to help to make the promise. You need to think about this almost as if, I love to use the analogy of LEGO's. We play with LEGO's a lot here at my house with my little grandsons. The reason we play with LEGO's is because you can make anything with them and you can turn them into cool stuff.

Typically the easiest way to sell somebody something is if they have a problem. From my experience people are much more likely to buy to solve a problem than they are to satisfy a desire. A problem most of the time is just the flip side of a desire.

Using the example of the selling your home yourself, the desire is to sell your house and save the commission. But the problem is you don't know how to sell your house yourself and save the commission. Or you don't know how to sell without a realtor.

They're closely aligned but what you need to do most of the time is narrow it down to a problem that they know they have and they know they want to solve, that's your best bet. Just as an aside; it's not really good to solve problems for people who don't know that they actually have the freakin problem.

I'm just telling you. I'm not saying it can't be done. But what I'm saying is that first selling someone on why they have a problem they didn't know they had, and then selling them a solution is harder than selling someone a solution to a problem that they already know that they have. I hope that makes sense.

Narrow it down to the problem, all right.

Again, the question is you need to sell your house yourself and you don't want to use an agent and you don't know how to sell your house yourself.

Attention to all for sale by owners would be the headline. How to sell your house and save the commission. Here's the problem. You think that it takes the MLS and an agent to sell your house in today's world. Then you agitate it, you make it worse. And to make matters worse, you're probably stuck for time; you probably are scared about how you would actually go about selling the house yourself. But you're just plain mad about the fact that you're having to give up six percent of your sales price, which might represent as much as half of your actual equity to somebody who's not doing much of a job for you and you're not seeing the advantage of using them.

Then you solve it. Luckily for you there's now a solution. Introducing Selling Your Home Alone by Jim Edwards.

Then you make a promise, all right. Selling Your Home Alone will show you exactly how to sell your house today, or sell your house in today's market and be able to not only save the commission, but in the end be able to put down more money on your next house and have a lower mortgage.

What have we done? We grab their attention, we defined the problem, we made the problem worse, we introduced the solution, and then we made a promise, which is the solving of the problem, which is what we want to be able to do. And we are getting them on an emotional roller coaster.

Then to support the promise and introducing the solution, the product itself, that's when we use our bullets. This is what's going to tell them what they're getting. But it's going to tell them in such a way that they're going to know what they're getting and it's just going to make them want it that much more.

This is where that FAM formula comes in, all right, which is the feature... sorry, my pen isn't cooperating with me today. Advantage and then that meaning.

Feature is show you how to write great ads so you can, and that's a feature, so you can attract lots of potential buyers, that's the advantage, which means you have a higher likelihood of getting a contract more quickly, and that's the meaning. It's following that formula. And every single one of them can follow that formula. And you can use that transition between each part of the so you can, which means, you could do that with every single one of your bullets.

I would say if you can get six or seven really strong bullets, that's typically enough. Unless you're selling something for a thousand dollars, strong, really good, emotionally

charged bullets will work following that formula. Six or seven or eight of those will work better than 20 or 30 really weak, crappy bonuses, I mean crappy bullets.

Next you've got to have your proof, all right. What is the proof that this actually works. We talked about that, it can be screen shots, it can be Facebook comments, could be forum posts, and it can be regular, traditional testimonials. It doesn't matter.

Next is your pricing. Why is this a killer deal? One of the ways that you can make it look like a killer deal is just say, you know what, this is worth? Just tell them straight up, this is worth \$500 but right now because, for whatever reason. The reason doesn't really matter as long as you just have a, because, statement in there, because of a marketing test, because it's Christmas. I have no idea why my computer keeps doing that. It's really pissing me off with the slide, so there you go.

Because it's Christmas. Why do people have sales? If you look at furniture stores, why do they have sales? They take it to the extreme. They base them all around the holidays. You can get ten rooms of furniture because it's George Washington's birthday, because it's Valentine's Day, because we're crazy, because we're celebrating our ten year anniversary, because we killed a ground hog in the road with our delivery truck, because it's National Free Beer Day. It doesn't matter. It has a, because, reason. Because we're celebrating ten years of business online. Because I remember what it was like to be starting out like you. Because it's summer. Because it's winter. Because it's cold. Because it's hot. Because I'm crazy. Because my accountant says I shouldn't do this and he pissed me off. It doesn't matter. But you give them that reason.

Another way you can show them it's a killer deal is to do a value stack. Say, okay, here's all the stuff that you're getting and each thing individually is worth this. This one's worth this, this is worth that, this is worth this, this is worth that. All these things combined are worth \$497, but you won't pay anywhere near that. I'll give you 80 percent off; you can get the whole thing right now for just \$97.

Whatever it is, you've got to have a reason why it's a good deal. I mean Amazon doesn't even really say why it's a good deal. They just show you're getting 37 percent off.

Next thing you've got to do is have a guarantee where you remove the risk. Typically in a guarantee, most people say 30 day money back guarantee. That's kind of wimpy. What I like to do is restate the promise in the guarantee. You say something to the effect of take 30 days to put us to the test. If it doesn't show you exactly how to price your home to sell, if it doesn't show you exactly how to negotiate with nervous buyers, if it doesn't show you exactly how to get from where you are now to closing in as little as 60 days, then we'll give you all your money back, no questions asked, no hard feelings.

You see that, that uses a really cool, by the way, a copyrighting tip that you can't focus on the opposite of an idea. What that means is that even if I tell you that you can't do



something or you can do something or if it doesn't do something, the idea is what comes through. When I say if it doesn't show you how to sell your house yourself in 60 days, I'm saying if it doesn't, but the only thing you're keying in on is that. If it doesn't show you how to write a great ad. If it doesn't show you how to price your home to be competitive. That's a great way to slip those back into the guarantee.

Now you've got to give them a reason to buy now. Again, we had those reasons of price, scarcity. But the biggest one is using the pain of not buying now. Take them back to the problem. Take them back to the issue.

Then the call to action. That's really simple. You just tell them exactly what to do. And also, at this point the call to action doesn't just have to be a button, but it can also just be a summary, all right, that's part of the call to action. Let me summarize for you what you're going to get. You're going to get the book, you're going to get the software, you're going to get the this, you're going to get the that, which is going to show you how to do this, this, this, this, this and this, so go ahead and click the button now to buy.

Then you have the PS, which basically is just going to restate the promise and tell them to go ahead and buy. That's what you're going to use that for.

Now I saw a couple questions in here.

“One thing is not clear to me, Jim. Where do you put your own story?”

Well if it's appropriate to put your own story in there then it would probably be up towards the top where you're defining the promise, or where you're defining the problem. You can pretty much slide it in wherever you want. You could slide it in where the promise is.

If I wanted to slide it in under the problem and the agitate and I was going to tell my story when it came to with the selling your house. The problem is you don't know how to sell your house, you don't know how to save the commission.

Funny thing is not too long ago I was right where you are. In fact, I had two houses I needed to sell and I was newly married and I needed to be able to sell both houses in order to move a thousand miles away to take a new job, which is a whole different story. I had twice the pressure on me that you have on you and I had to dig in and figure it out fast.

Some of the things that I was facing were, okay, how do I advertise the house? How do I negotiate with a nervous buyer? How do I shepherd this whole thing to closing? And to make matters even worse, like I said, I had two houses I needed to sell, not just one. So luckily for you I was able to solve the problem myself through a lot of trial and error and figured out exactly what would work in today's market. And I took everything that I

learned and turned it into Selling Your Home Alone.

You can slide in your own story if you need to. But sometimes people don't care about your story, to be honest with you. Sometimes people really couldn't care about you at all. All they care about is the result that you're telling them that you're going to be able to get. And the story that they care about the most is the proof. So maybe if you need to tell your story or if your story is going to help sell it, maybe your story is down in the proof.

What I could do instead of telling them that stuff up at the top? Down at the proof section I could say, okay, by the way, not too long ago I was right where you are. In fact, I had twice the problem because I had two houses I needed to sell. And so luckily I figured all this out and put it all together in this course. And here's proof that I was able to sell my house from the moment that I put it on the market, and you could show, I mean again, I don't have this kind of proof. But if I'd have thought about it, here's the newspaper ad with the date that I ran the thing. And here's the date from the closing statement when I actually sold both of the houses.

As you can see, I was able to get one house sold in 45 days and I saved \$6798 in commission. And then I was able to sell the other house in 56 days and I saved \$4653 in commission.

Again, you can throw in your story if you need to, if it's germane. The last few products that I've sold I haven't thrown in my story, and we've had pretty good sales. Maybe it would go under the credibility. It just depends on which aspect of your story you're trying to share.

A lot of the times people will throw in extraneous details that quite frankly nobody gives a shit about and you're just going to kill sales on your own.

Gabrielle says, when she was talking about I guess the guarantee, it's also risk reversal of their fear. Absolutely right.

Adam says “Wow, it's totally new to me because everybody taught me to start with my own story it sometimes paralyzed me.”

See here's the thing. When people sell hammers everything looks like a nail. Maybe that's not the best analogy to use, but the gist of that means people think this is the only way to make a sales letter or a sales message. They'll say you've got to start with your own story. But think of it in terms of building blocks like I've laid it out here for you. You figure out, okay, these are the blocks that I need to make, these are the stepping stones that I need to create, which might be another way to do this for somebody. I've got to create these stepping stones that they have to get across...

This computer is really pissing me off.

They have to get across, then how I do it is going to depend on my audience, it's going to depend on my message, it's going to depend on what I have to back me up. Knowing that you've got to hit all these points, it's freeing you instead of thinking, okay, well I have to start with my story. I know people that teach formulas like that. It always starts with your story. I'm not saying they're wrong, but I'm saying that it can cause problems and it may not be the best way to create a message to market match with a particular product and a particular audience.

### The Things Most People Leave Out

**The Things Most People Leave Out**

- Reason to buy now
- Effective Call to Action

*If you want \_\_\_\_\_, \_\_\_\_\_, or \_\_\_\_\_ then Buy Now! CLAIM DOWNLOAD*

**LANDING PAGE SECRETS**

Let's talk for a minute about the things that most people leave out. The things that most people leave out typically comes down to reasons to buy now. This is the one that people either leave out or that they just really blow. Like we said, it comes down to price; it comes down to bonuses, what's the little gift you're going to include for them to act now. Some type of a limited time offer. And then some kind of pain of not changing.

I am the biggest fan of the pain of not changing. I did a promotion early on in my career. I think it was March of 2003. I came out with my first high ticket item. Truth be told, my objective to sell that product, and selling that product was to make enough money to pay off my house. It was within 18 months of when we had declared bankruptcy, we had gotten out of the trailer park where we were living and I just wanted to be able to pay off my house.

I made an offer and the product was \$777. I said, okay, it's not a thousand dollars. I'm going to give you \$233 off, whatever it made \$777. I've got these bonuses and it's only going to be available until next Thursday at 8:00 o'clock at night and it will never be available ever, ever again under any circumstances ever again after that.

A funny thing happened. I made enough money to pay off my house and I left probably two to three million dollars on the table because I used the excuse, I used the reason to buy now or it will never be available again. And that was stupid, because it was a great product and I could have sold thousands more copies of it. I didn't and couldn't because I used this one, which is really the one that you see most people when they do launches online using, which is the limited time.

I figured out there had to be a better way. I found that the better way is to focus in on people's pain, why they're having the pain and it's never going to stop unless they do something.

The other thing you've got to have is an effective call to action. Now an effective call to action, like we said, it's got to be really clear where the hell they're supposed to click, all right. That's the big thing. But one thing that you can do if you're looking for that last little set of text or thought that you can lay on somebody before you tell them to buy now, is the, if then, statement. If you want benefit, benefit or benefit, then buy now.

If you want to sell your house for top dollar in today's market, save the commission and put more money in your pocket, or protect your equity and be able to put down more money on your next house, then buy now. It's a way to transition that effective call to action that will really help you. It's not just, buy now. It could be claim your copy now. I've actually seen, instead of saying buy now, you say claim your copy now or download now or get your instant access now. Whatever it is, you need to test different ways of saying it. You need to test different verbiage based on what you're selling.

Obviously if you're selling a book or a physical product you're not going to say download now. But you could say claim your copy now. That is definitely something you want to test. But using the, if you want benefit, benefit, benefit or benefit, then call to action. That really, really works well, especially when you're using all text as opposed to video sales letters, which can be as simple as a video and a button.

That's the big thing. Register now. Claim your copy now. Reserve your space now. If you want benefit, benefit or benefit then, whatever the call to action is.

Bottom Line

**BOTTOM LINE: Promise, Bullets, Proof,  
and Crazy Good Deal they feel stupid for  
not doing RIGHT NOW...**

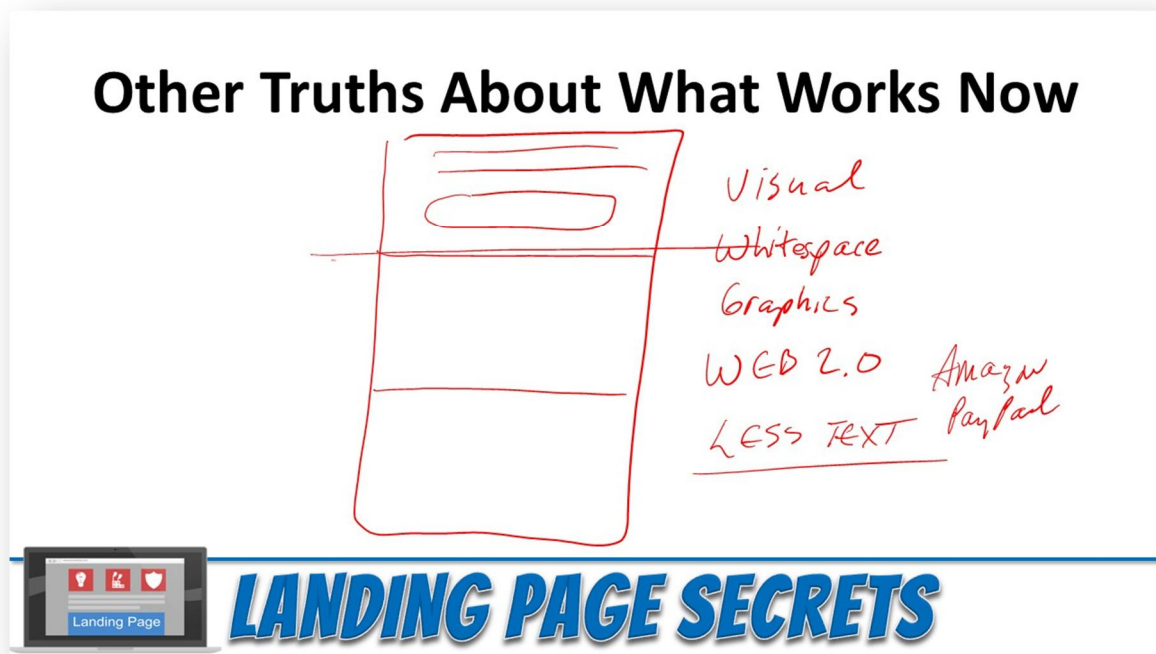
That’s what works!



***LANDING PAGE SECRETS***

But the bottom line with any type of text sales copy is that it comes down to making a promise, using bullets, having proof and giving them a crazy deal that they feel stupid for not doing right now. That’s it.

Other Truths About What Works Now



I know you've probably heard other things that you have to include or you don't have to include. There are some things that will help you with different sales and different audiences and whatnot, but it really comes down to what's the promise, what am I getting, prove to me that it works, and show me why this is a damn good deal and why I should grab it right now.

Some other things that are working now, the biggest thing is that it's more visual. If I had to tell you one thing, it's just more visual. There's more white space. It's more visual, there's more white space, there are more graphics and there's more of that Web 2.0 look. There's kind of some expectations of what does something look like, what do buttons look like, what kind of colors are we using? So there's less text. Definitely there's less text. But if you look at the effective sales letters that are out there, they're all hitting those hot buttons pretty much in that order. And that's going to help you.

It can't look like it's from 2001. It can't even look like it's from 2010. The best way to describe it is just that Web 2.0 look. Like I said, lots of white space. And if you look at sites, if you don't understand what that means, go look at Amazon, go look at PayPal, go look at the big sites and how they use colors and how they use layout and how they use formats and whatnot.

Ultimate Judge of Your Sales Copy

## The Ultimate Judge Of Your Sales Copy

- Is people voting with their wallets
- Everything else is just a guess
- I'm not saying long copy is dead
- I'm saying it's changing... And you may see "long" sales letters, but what's in them isn't necessarily huge paragraphs of text
  - Lots more images, graphics, info-graphics, and video taking place of explanatory paragraphs



## LANDING PAGE SECRETS

Really the ultimate judge of your sales copy is people voting with their wallets. Whether you have a good sales letter or not will ultimately be determined by whether people spend money with you or not. Everything else is just a guess. It really is. Until you put it out there and people start spending money or not spending money, you're just pretty much spinning your wheels.

I am in no way or shape or form saying that long sales copy is dead. I've saw a sales letter recently that I printed it out and the thing was like 50 pages long and it was for a \$49 a year newsletter. But they're making a ton of money from it. So I'm not saying that it's dead. But I'm also saying it's a huge pain in the ass to write. You also can end up being in a situation where you need to act really, really quickly and test. And nothing can be more demoralizing than spending weeks writing a 50 page sales letter only to do a test and realize that you can't make it work. That sucks even worse.

I'm saying though that you may see long sales letters, but what's in them isn't necessarily huge paragraphs of text. Look at the last few things that you've bought on the Internet. What did those sales pages look like? Did they incorporate video? How were they organized as far as the text and the bullets and the visual representations of things? There are a lot more images, graphics, infographics and video taking the place of explanatory paragraphs.

### Cool Tool

## Cool Tool

- Jim's "Express" Sales Letter Wizard v1.4



Now I do have a cool tool that I'm giving you access to as part of the replay here. We took my express sales letter wizard from <http://www.easyonlinewizards.com> and I'm giving you access to that wizard within The Net Reporter. You'll be able to take this and it will help you to create a first draft that will make it a lot easier for you to then create your text sales letter. Or truth be told, you could actually use this in conjunction with a video sales letter as well.

It just helps you to hit the parts that you know you've got to hit without forgetting them. So who's your target audience? What's your name? What's the best headline to pull people into your sales copy? And then three big benefits. Again, these help with that call to action. If you want to save the commission, if you want to keep more money in your pocket for down payment on the next house and if you just want to keep control of the transaction and save time.

And so in this case what type of access do they get. They get an instant download of the book. The name of what I'm selling, the title of it is Selling Your Home Alone. Then bullets describing what they get, these aren't necessarily a perfect representation of the FAM formula.

If I was going to rewrite these it would be how to get free and low cost advertising so you can get the widest exposure for your house, which means you get people to show up and



don't blow your advertising budget.

You can spend forever doing the bullets and stuff. This will ask you to do ten bullets. The reason for that is because typically if you ask to do three or four then you don't really think, you just come up with stuff. But if you have to do ten of them then it forces you to really sit down and think. Actually, I take that back. It asks you to do six of them. I was thinking of a different wizard that I have that does a longer one.

A bonus or reason to act now, so ten secrets to whatever. Ten secrets to write better ads. Another reason to act now would be the price goes up by 50 percent soon. And then a third reason might be, don't get caught with your pants down, and no buyer because you didn't get this information. That's kind of a crappy reason but I can't think of one off the top of my head.

So regular price is \$97. I'm giving you this because it's part of a special marketing test. I'm going to give it to you for only \$27, which is over 70 percent off. Claim your copy. The biggest negative of not taking action is other sellers in your neighborhood will sell before you will, before you do, and take all the good buyers.

I would encourage you to give a little more thought than what I just did.

Attention for sale by owners. How to avoid paying \$6823, \$9120 or \$12,913 or more in real estate commissions by selling without an agent. Then it shows that you could throw in a video sales letter here. Yes, I'm ready to save the commission, keep more money in my pocket for down payment on our next house, keep control of the transaction and save time. I understand when I act now I get the instant download of Selling Your Home Alone, including. Then it's got the bullets.

I also understand when I act now, ten secrets to writing better ads; price goes up by 50 percent. Don't get caught with your pants down. Then it's got the guarantee. But when you buy now, as far as a special marketing test it's only \$27, over 70 percent off.

This is one way just to kind of get the stuff down and get you started. It doesn't exactly follow this formula that I laid out for you with all these parts. But I think if you take these parts and you combine it with getting all those pieces out of your head and onto paper quickly, that will help you to be in a position to get a sales letter done more quickly than you would just by staring at a blank page.

Let's finish this up. That will be available right there on the page for you, on the download page.

## Final Thoughts

### Final Thoughts

- Do more selling with less "weight"
- Hit the points people need to make a decision
- Get really good at writing bullets that talk about RESULTS → People BUY Results!
- Always include an effective call to action
- Always give people a reason to buy now



**LANDING PAGE SECRETS**

Some final thoughts. Basically this allows you to do more selling with less weight. One of the problems with big long sales letters is that people don't want to read a 40 page sales letter anymore. They'll skim, but they just don't want to do it. Unless you're in a market that's not really used to buying online, and I can't really think of one of those, you don't need a 40 page sales letter anymore in the vast majority of cases, especially not for the stuff that we're selling.

You've got to cut to the chase and tell people, sell them on the promise, sell them on the results they're going to get. Prove to them that they're actually going to get that and remove the risk. Hit the points that people need to make a decision.

The other big thing is to get really good at writing bullets that talk about results, because people buy results. And that feature, advantage, meaning thing, that's pure gold. If you got nothing else out of this webinar training today, it's that formula of does this, so you can, which means this. That's the pure gold out of this one today. There's other stuff in there, too, but that's the pure gold which really helps.

You always want to include an effective call to action and always give people a reason to buy now. That's the other big one, there has to be a reason for them to buy now, otherwise they will wait. So there you go.

## “Landing Page Secrets” Webinar 3

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That’s it for today. Anybody who’s here live got any questions with regard to this? Again, I’m sorry my computer was doing weird things and skipping ahead strangely. Anybody got any questions or thoughts or clarification? Was this helpful today?

Nirup says “Excellent. Thank you.”

Brad says “Thanks, Jim.”

All right. Suzanne says “So relevant for what I’m doing right now. As you know going to take another pass through today and then publish.”

Cool. Excellent. All right, guys. Well, I hope you enjoyed it. Next time we’re going to talk about video sales letters. And specifically video landing pages, which will basically be video sales letter landing pages.

I’m Jim Edwards. I hope you enjoyed it. We will talk to you guys soon. Have a good one, everybody. Bye-bye.