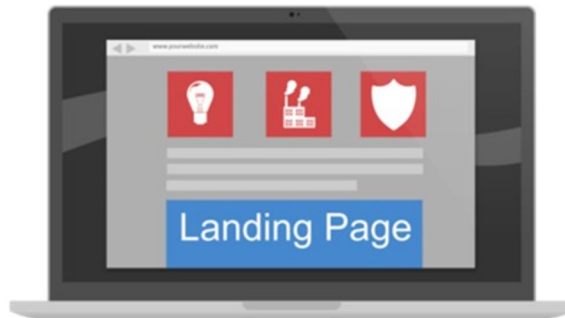




Presents...

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 4

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. I'm your host, Jim Edwards, and we're continuing our series on cool landing pages that will help you to build your business, build your list and make more sales.

First one we did was Landing Page Fundamentals and Mistakes. Second one was Opt in Landing Pages. Third one was Text Sales Letter Landing Pages. And today we're going to be going over Video Sales Letter Landing Pages. And then we'll do Landing Pages Q&A on the next one. Then I've got some cool stuff we'll be doing on the webinar after that, the next series.

Webinar #4: Video Sales Letter Landing Pages

Up For Today

Up For Today

- Basic Anatomy of a VSL
- Basic Video Landing Page Formula Summary (Especially for Opt-In)
- Problem Agitate Solve VSL Formula
- Specific Things You Can Use To Spice Up Your Video Landing Pages
- Much, MUCH More!



LANDING PAGE SECRETS

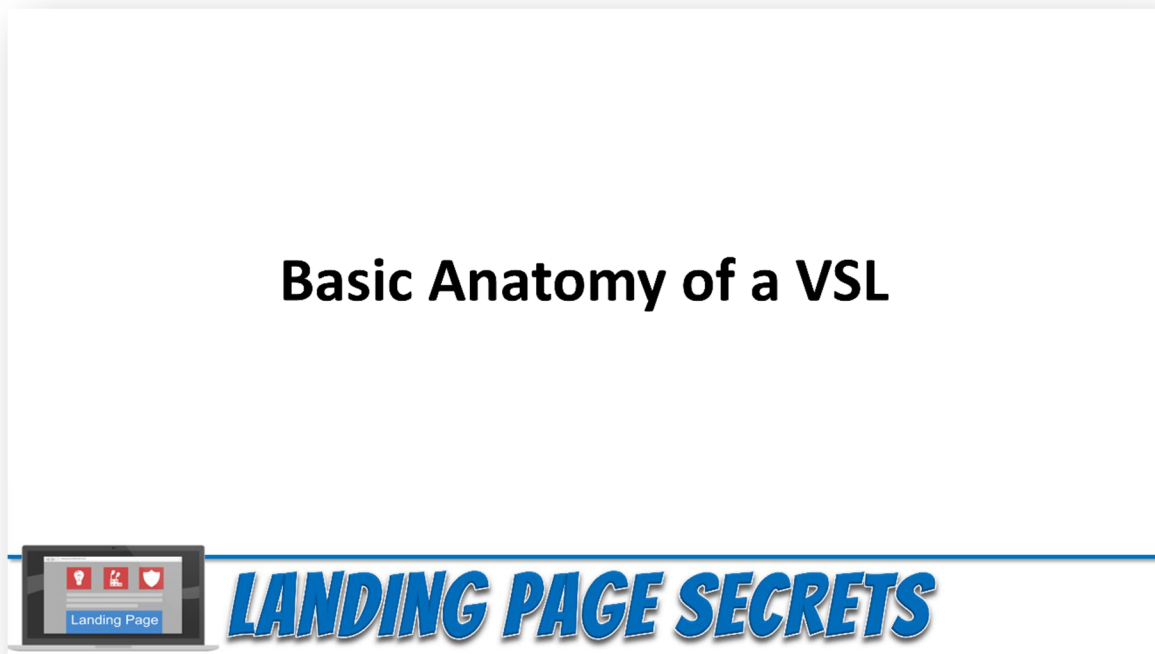
Up for today, we're going to talk about the basic anatomy of a video sales letter or VSL. Everybody calls them VSLs. If you say a VSL then you can sound like one of the cool kids. We're going to go over the basic video landing page formula summary, especially for opt in pages. I'm going to give you a real basic one that works extremely well. Then I'm going to teach you the problem, agitate, solve video sales letter formula.

We've actually got some cool handouts. If you look in the handouts, those of you who are here live, I've got them in the handout section over there on the right hand side. I'm assuming, it's on the right hand side in GoToWebinar, you should see under the handouts two of five, there are two of them. One's called Video Sales Letter Template PAS, and then one's a VSL example. Both of them are PDFs. Go ahead and download those now if you can so you can follow along when we're actually doing that part of the training.

I'm going to go over specific things you can use to spice up your video landing pages. And of course, much, much more.

Hang on one sec. My buddy Greg Cesar is calling me. Tell him I can't talk to him right now. Hi Greg, everybody says.

Basic Anatomy of a VSL



Let's talk just quickly about the basic anatomy of a video sales letter. There are really two basic anatomies of a VSL. One is a super simple one with basically a headline, a video and a link. I'm going to show you one that actually converted at over 20 percent. I'll pull it up over here. We're not going to play it. But the gist of it, it's a video and it's a call to action. Not even a really good looking call to action. It's just link down here.

Basic Anatomy of a VSL

- Simple (TLSL)
 - <http://www.webinarking.com/get-anything-you-want/example-ppt-sl.html>
- Advanced (CCW)
 - <http://customcontentwizard.com/>



LANDING PAGE SECRETS

I used this as a confirmation page for a webinar. I ended up converting 20 percent of the people who came to this page to sign up for a year-long membership site just with this video sales letter. It's actually 16 minutes long, people would tell you, oh, my God, that's too long. But it actually worked.

I wasn't even driving people directly to this. They'd signed up for a webinar and then I hit them with the offer. It was interesting, 20 percent of the people took me up on it. I'll give you the link to this so you can review it.

The gist of it, though, is that it was just a headline, a video and a call to action. It really didn't have a headline, because the headline was more, you're registered for the webinar.

Another example, this would be an advanced video sales letter, and this is for my most recent product, Custom Content Wizard. This one you can see it has a headline, a sub-headline, the video, and a call to action, which is the Buy Now button. If you look at this, it's interesting because it's almost like two sales letters in one. This is the top part, which could just be a standalone thing. It's title, sub-title, video, call to action button.

Then there's more text down here with sub-titles and it tells you basically the stuff, the main stuff about the software. Tells you how it works. Tells you what you can use it for. It tells you the bonuses that you get.

Soosan since you're here we need to remove that Coming Soon because we've added them. If we could do that, that would be great. I should have told you that before. How's that for on the fly maintenance.

Guarantee. Then kind of some closing thoughts. This is just kind of a fun bunch of text telling people they need to grab it. Then just final thoughts and a PS.

You notice, the pattern here, this isn't a big long sales letter. It's not 20, 30 pages long. In fact, the majority of the stuff that's on this page is not all that exciting. Why?

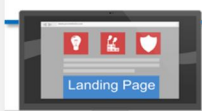
Because the majority of the teaching and what I'm showing them about software to make the sale is in this eight minute and fourteen second video. This is more just hitting the factual stuff, what it does, how it outputs, what they get.

Each time I give them the new nugget of information I close them again with the Buy Now button. For those of you who might ask, no, I'm not tracking, because I don't really have a way to track, which of these buttons are resulting in sales. You can see this isn't a 20 page sales letter. It's actually pretty short.

What we're going to talk about is the anatomy of creating the video sales letter that actually goes on the landing page.

Basic Video Landing Page Formula

Basic Video Landing Page Formula Summary (Especially for Opt-In)



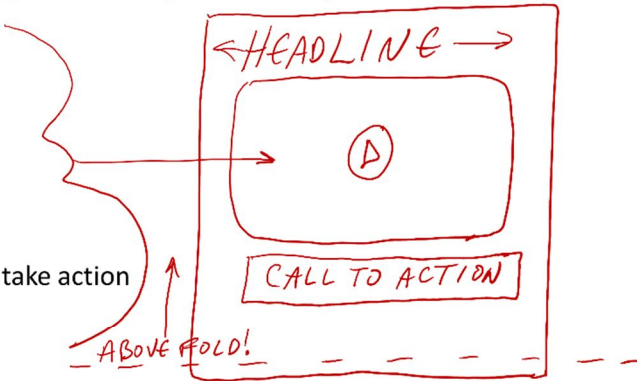
LANDING PAGE SECRETS

Let's talk first about a basic video landing page formula. This is especially good for opt ins.

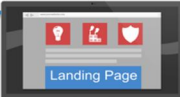
The basic video landing page formula comes down to everything is above the fold. You've got a headline, you've got the video, and then you've got some sort of a call to action. What you may have is a situation where what we've been doing recently is when somebody clicks this button right here. It causes an opt in box to appear as a light box. That seems to be giving us the best results as far as getting people to opt in, because they click the button and they've started the process. Whereas if they see all the information you want them to fill in, then they may or may not continue on down the rest of the process.

Basic Video Landing Page Formula Summary (Especially for Opt-In)

- Opening
 - Who you are
 - Why they should listen
- Body
 - What you have to offer
 - WIIFM
- Close
 - What they'll lose if they don't take action
- Call To Action
 - What to do next!



The diagram shows a landing page layout above the fold. It includes a headline, a video player (represented by a play button icon), and a call to action button. A dashed line indicates the fold line, and the text 'ABOVE FOLD!' is written below it. A red bracket on the left side of the diagram groups the headline, video, and call to action as being above the fold.



LANDING PAGE SECRETS

Let's talk about the formula or the template that you can use for a really basic video landing page.

The first thing you've got to do is the opening. It talks about who you are and why they should listen. For example, let's say we're dealing with something for sale by owner. Attention For Sale By Owners: Hi, my name's Jim Edwards and I want to teach to you how I was able to sell two houses myself in less than 60 days and saved the commission on both.

That would just be real simple, like 10, 15 seconds long to say that. Attention For Sale By Owners: Hi, my name is Jim Edwards and I want to share with you how I was able to sell not one, but two homes myself in less than 60 days and save the commission on both.

However long that was. That instantly grabs their attention.

And yes, I am doing this off the top of my head.

Then you've got the body of the video. It's basically what you have to offer and the, what's in it for me, what's in it for them, all right.

Attention For Sale By Owners: Hi, my name is Jim Edwards and I want to share with you how I was able to sell two houses myself in less than 60 days and save the commission on both of them. I've got a special free report I'd like to share with you called Five Keys to Selling Your Home Alone. It will share with you important information about writing ads, about pricing your home, about dealing with potential buyers, and negotiating for the highest price.

Then you give them the close. What they'll lose if they don't take action. Again, this is a framework. You can do this or not. But you can say to them “Trying to sell your home without this report is going to most likely result in getting less money and taking a lot longer to sell.”

Then call to action. “Go ahead, click the button below and you're on your way to downloading this free report and having instant access to the five keys to selling your home alone.”

That whole thing may be a minute, less than a minute. But following just a really simple formula right there, who you are, why they should listen, what you have to offer, what's in it for them, and the what they'll lose if they don't take action. You don't necessarily have to do that, but it can add some emotional punch.

In sales it's called a takeaway, where you tell somebody all the great stuff they're going to get and then you say something like “Now this isn't for everybody. This is only for people who are serious about selling their home alone,” or serious about training their dog, or serious about building a virtual bookkeeping business, or serious about getting their process management problems under control, whatever it might be.

That little takeaway at the end, it's like oh, wait, hey, I'm serious. Then all I have to do is click the button and I can get instant access or instant registration or whatever it is.

This just simplifies the whole thing for you a whole bunch. That's really what I was trying to do with this particular thing, it just boils down to a few things that all of you can do. We can make it a lot more complicated if you wanted to. But the two biggest things you're going to need to make a video landing page for is inviting somebody to an event or inviting them to sign up for something and/or trying to sell them something. We're going to talk about those points in just a minute.

You could also use this for a webinar. Hi, my name is Jim Edwards. Attention For Sale By Owners: Hi, my name is Jim Edwards and I want to share with you a brand new training on how to sell your house and save the commission. Maybe I would throw in the thing there: Hi, my name is Jim Edwards and I want to share with you on a brand new training how I was able to sell two houses in less than 60 days and save the commission on both of them.

We've got a brand new webinar training happening where you're going to be able to find out what we did with the ads, how we negotiated with buyers, how we were able to get the whole thing to closing without a real estate agent plus we saved 45 percent of our equity by not having to pay that commission. Go ahead and sign up for the webinar now if you're serious about selling your home alone and keeping as much money in your pocket as you can. Click the link below to register now.

You can see when you understand those segments how just one or two sentences for each one allows you to be able to come up with a cool script right off the top of your head.

Is that cool? Are you guys liking this? Is that making it easy or am I the only one who's able to use this? I'm just curious in the Q&A box if it looks like something that you'll be able to use.

Nirup says “Great.”

Jeff says “Yes.”

Suzanne says “It's great.”

Okay, cool.

Russell says he can use it. Simple outline.

Deb likes it. Okay, good.

Now this one's got you covered for simple stuff.

Another thing you could do is free giveaways. Just something simple, maybe even stuff where you were only charging less than \$10 or something like that. This is definitely something I could have used for my desktop ad wizard software. It's so inexpensive. It may not have even needed a five or ten minute video sales letter.

It's like Hi, my name is Jim Edwards and I've got a cool new tool that's going to help you to write all the ads you could ever need, all the professional level ads you could ever need. It's a brand new wizard. Just enter in a few variables and it will spit out hundreds of proven ads that you can use and test to drive tons of traffic and make more sales. This

is going to save you hours and hours of time and thousands of dollars from hiring a professional copywriter. You can get the whole thing for \$9.

I'm just trying to think off the top of my head for the close, what they'll lose if they don't take action. It would basically be, you can skip the offer on this if you want to, but think about all the hours and hours you're going to spend writing ads when you can just click a button and have as many ads as you could ever need. Check out the website below. Claim your copy. I'm Jim Edwards. Have a great day.

Again, I'm just yanking that out of my, you know what. It's a \$9 deal. They don't need to have that much information. But especially for free stuff, this will help you.

#1 VSL Formula



Now I want to share with you the No. 1 video sales letter formula. Again, those of you following along live on the webinar you can download these handouts. Those of you who are watching the replay, you can download the handouts right there below the replay, or somewhere on the replay page. It might be above, it might be below, I don't know.

But those of you who are here live, you can download them from the handouts section right there on your GoToWebinar interface.

Just for those of you who are here live, do you guys have this stuff downloaded? Let me know if you were able to download it successfully and you've got it on your screen or

split screen or you're able to access it. Yes?

Suzanne says she's got it.

Nirup says “Yes.”

Everybody’s got it or they're on their way to having it. Okay.

Problem Agitate Solve Formula

- Handout
- Example

LANDING PAGE SECRETS

The basic formula is very, very simple and very, very powerful. You probably heard this before. It comes down to problem, agitate, solve. That means you get in sync with people by talking about a problem that they know they have. Then you make the problem a lot worse. You make it more immediate, you make it more painful, and you make it more costly. You basically make it so it's right up in their face and they're upset about it. You make it near and real.

Then you solve the problem for them. And then drive them onto what you want them to do.

We've got a handout. We also have an example.

What I want to do is look at the example first, and then we'll show you the formula in it.

This is an actual video sales letter that I would use. It's, Attention Video Marketers, Authors and Affiliates. For those of you who have my Instant Sales Video Script

software, this will look familiar to you because this follows the same formula.

The following is a message for every video marketer, author or affiliate who needs to make great videos but have struggled to figure out what to actually say in those videos. In short, you need a script so you know what to say in the sales videos you want to make.

Hi, my name is Jim Edwards and here's the truth you need to know about sales video scripts. In fact, here's the biggest problem you face right now. It's not knowing what to say in the videos you want to make with that cool software you've bought in the past, that cool video software you bought in the past. But that's not the end of the problem. It actually gets a lot worse.

Here's the real problem you're facing when it comes to creating video scripts that sell. Bottom line, if you don't know what to say, you won't make any videos. If you don't make any videos, you won't make any sales. I would add that to it.

Every time I go through these things I always add stuff. It's funny, you just edit on the fly.

If you don't know what to say you won't make any videos. If you don't make any videos you won't make any sales. If you don't make any sales your spouse is going to leave you and you're going to end up living in the gutter. Maybe that's a little too agitated, but you see what I'm saying.

This means you wasted money on buying that video creation software and you're not getting the benefit of marketing videos that actually work. And worst of all, most video marketers, authors and affiliates can't get past the idea that figuring out what to say in your video sales letters takes a long time and is really hard. But nothing could be further from the truth.

So if you're an author or affiliate marketer who has bought video creation software in the past and wants to know what to say to make great sales videos fast but you've struggled to figure out what to actually say in those videos, then here's the solution you've been looking for.

Introducing Instant Sales Video Scripts Wizard. Instant Sales Video Scripts Wizard helps you instantly create dozens of different customized scripts and video sales letters that sell like crazy with just a few mouse clicks, no matter what you sell. Use those proven video scripts, I would say use these.

Use these proven video scripts instantly with Video Maker FX, Easy Sketch Pro, the Hand Drawn White Board Mega-Bundle How To, and Go Animate, and any other video creation software.

Instantly output your video scripts as actual PowerPoint presentations, scripts for live motion video, or even text for outsourcing the entire video creation project. Let's say that's for outsourcing your entire video creation project.

Create powerful sales video scripts for your own videos, client videos, affiliate offers, and more. Cut hours, even days off the process by answering a few simple questions. Click a mouse and spit out customized professional level video scripts you can use in any video maker software all in less than 30 minutes, and much, much more.

Best of all, you'll start seeing results with Instant Sales Video Scripts Wizard in less than 20 minutes and it costs just \$47. Actually it costs \$147 now.

Act now, because knowing what to say in your videos is 90 percent of the battle and this wizard software eliminates the pain and hassle, the not knowing how to write great sales copy. Act now and we'll include the enterprise license, which means you can use this amazing software to create video scripts for other people, a \$197 value free for a limited time.

Act now because the Instant Sales Video Scripts Wizard software bridges the gap from where you are now to knowing what to say in your videos so people buy from you. This software solves your problem instantly and is the tool you need to help you win the video marketing game in your niche.

Act now before it's too late. Get onboard with Instant Sales Video Scripts Wizard from Jim Edwards now. Click the button below to claim your copy.

That's a script. Its 576 words, so that means it will probably take about three to four minutes to read. That's a good basic script for problem, agitate, solve.

Now look at the other handout that I gave you, and probably what I'll do is regenerate these handouts, since I was editing some stuff as we went.

Now what I've done is turned this into a fill in the blank template for you so that you'll be able to use it for your own stuff.

So Attention, whatever members. And this is a key point for doing any kind of sales video. You've got to grab people's attention. You've probably heard this, what's the way to get somebody's attention? You yell their name. If you don't know their name then what you can do is call out to them as a member of the niche market that you're targeting.

So Attention Dog Trainers, Attention Business Owners, Attention Virtual Bookkeepers, Attention Physical Mail Marketers, Attention whatever else you do, Attention For Sale By Owners.

We've grabbed their attention with the very first thing that comes out of our mouth. The first thing that comes out of our mouth in a video sales letter is acting almost exactly the same as a headline in a newspaper. It's what's going to grab their attention and keep their attention.

I've read statistics that said 20 percent of people abandon a page or stop watching a video within the first ten seconds. This is a way to cut down on that number because you're grabbing their attention and you're letting them know this is for them.

Attention For Sale By Owners: The following is a message for every for sale by owner who needs to sell their house themselves fast. All right, so the following is a message for, repeat their name again. Then whatever their problem is. So every for sale by owner who needs to sell their house fast.

Hi, my name is, and whatever your name is. So hi, my name is Jim Edwards and here's the truth you need to know about how to get your home sold really, really fast without using an agent. In fact, here's the biggest problem you face right now. It's, whatever the biggest obstacle they face. So the big obstacle that they face is being able to sell your house without having it appear in the local MLS.

But that's not the end of the problem, it actually gets worse. Here's the real problem when it comes to selling your house yourself. Now we're going to agitate it and then we're going to tell them what that means. So bottom line, because working with a realtor is free for buyers, most buyers work with realtors. This means that if you're selling your house yourself, the vast majority of buyers won't even know your house is for sale. That's why you're going to have a hard time.

And worst of all, many for sale by owners can't get past the idea that since their house isn't in the MLS, they probably will end up having to give up and list with an agent. But nothing could be further from the truth.

If you're a, for sale by owner, see this. So do you see, just taking a break for a second. Let's take a quick time out real quick.

The problem is they need to sell their house their self. But it's worse than that. You start digging in. This is where you really get people's attention. This is where you get them to pay attention. And you also get them to get beyond just the surface level. You've got to get under their skin and really get in touch with what's bugging the crap out of them, and you've got to do it really fast.

You have to do that because most people know at a surface level what the problem is. Yeah, I can't, in this case, yeah, I can't sell without an agent because I either hate real estate agents, I don't have enough equity to pay the commission. Or if I do pay the commission, I won't have enough money to put as a down payment for the house I want

to buy next. Whatever the reasons are, that people don't pay an agent.

But that's not compelling enough to really drive somebody to take action. You want to get down below that surface level thing. So the surface level of getting down there, getting down below the surface level is the agitation, the really digging in. It's hitting the pain point.

Not only that you're not going to be able to sell, but it means if you don't sell then you've wasted a ton of time. Whatever they are, and you've got to know there's a bunch of them with for sale by owner. But it's wasting a bunch of time. You're going to miss out on all the good buyers if you have the wrong mindset. It means that you're not going to ultimately be able to get as much for your house as you think you can or that you want to. And most people can't get past the idea that it's really hard and it's going to take a long time. But nothing could be further from the truth.

Now we start introducing the solution. If you're a for sale by owner and you're really tired of dealing with trying to sell your house yourself and not getting anywhere, or tired of trying to sell your house yourself and running up into obstacle after obstacle after obstacle, here's the solution you're looking for.

Now we're switching gears. We've beaten the crap out of them. We've told them how crummy their life is and we've done it really, really fast. We've thrown up in their face all the stuff that they're afraid of. Now we're going to give them a solution. In this case it's introducing selling your home alone.

Selling your home alone helps you. And now we're doing something a little bit differently. Everybody, when you've heard about writing sales copy in the past, you've heard that you need to do bullets and bullets basically come down to features and benefits. And if you've really had somebody teach you, who knows what they're doing, it's been basically features, benefits and meaning.

A feature would be, shows you how to price your house so you can get top dollar, which means you'll have more money to put down on your next property. That's three parts of a good bullet, all right.

I have found and I have seen recently, especially with video sales letters, that you need to talk in terms of results, No. 1. And if you can use verbs to express those results, it helps them to create a mental picture to go along with the pictures and images and words that you're showing them in the actual sales video. It helps to talk in terms of results instead of features, a benefit and meaning.

So what do I mean? Selling your home alone helps you get these results, all right. Sell your home for top dollar in today's market. That's No. 1.

Keep more of the equity, keep more of your equity in your pocket by not paying a commission.

Feel confident that you can manage a transaction all the way to closing even with a nervous buyer.

Price your home correctly from the start and know how to hold to your guns if someone gives you a low ball offer.

Write newspaper and online ads that have your phone ringing off the hook with interested buyers, and much, much more.

Right there, with just those five what did I do? Every single one of those bullets, and by the way, I was doing those off the top of my head. I don't have this written down because I want to show you that having this formula and understanding what you need to do, it literally will flow out of you if you know that stuff.

Gabrielle says “It's almost like future pacing in short bullets.”

Future pacing, for those of you who don't know what future pacing is? Just curious.

Okay. Just a couple people don't know what future pacing is. Future pacing is actually a term that I believe comes from NLP, Neuro-Linguistic Programing. It basically means that you are showing somebody something in the future that is either desirable or not desirable in order to influence their behavior. It's a fancy way of getting somebody to project into the future.

When you talk about the results that somebody is going to get, it's like a complete package. Nobody cares anymore what the thing does or the service or whatever, they just want to hear about the results they're going to get from the service or the book or whatever it is that you're selling.

When you talk in terms of results you'll do much, much better and you can cover a lot more ground and have a lot more influence on people with less effort, with less content, with less words coming out of your mouth or on the page.

I found that when you introduce the solution then you talk in terms of results. Don't even talk about what the thing does. You can put that in your FAQ section or whatever. You can put that further down the page. That's a good way to look at it as well.

If you look at this, I don't say really anything about the fact... I do mention it works, if we look at this software, it works on PC and Mac. Create all the articles, videos and blog posts you could ever need. Outputs and text format, DOCX, PPTX format. This is not something really that needs to go into the video. Thirty day money back guarantee. This

stuff down here on your blog, social media, Facebook, YouTube, print books, all these things. You can elaborate.

Now with the Act Now bonuses and stuff. And that's stuff that's important to people, but I found that if you start putting that into your videos and your video starts getting to be 20, 30 minutes long, it can affect most people's results.

Using a combination of text and video and a lot of the stuff that you don't want to put in the video, you can put in text on the page as well. I'm kind of digressing.

In the video you want to talk in terms of results. You don't typically want to talk about features and benefit and meaning. You can, and in some cases it will make perfect sense that you would have to.

Then we start closing them up, all right. This is the big thing with any kind of sales presentation, whether it's live, whether it's in text, whether it's in a video or however you're doing it. Once you've sold somebody and they're like yeah, yeah, yeah, I want it, I want those results, I want those results. And you know what, when I'm ready I'll buy that. And that's what you don't want to do.

Now once you've got them, you need to give them the reasons why they need to act now. And best of all you'll start seeing results with Selling Your Home Alone in as little as one weekend and it costs just \$29. This, by the way is way less than the cost of a single ad in your local newspaper.

What have I done? Right here I've told them, I've addressed when they're going to see results. Typically people want to know cost of something in terms of both time and money. We tell them you can start seeing results in as little as a weekend with this particular product. You read the thing; it will show you how to write ads. And by the way, it costs just \$29, which is way less than the cost of an ad in your local newspaper.

Act now, because, this is important, all right. You've got to give them a reason to act now. Now you can typically give them reasons to act now that revolve around anything from bonuses, time sensitive stuff. But I like to hit mostly the pain of not taking action now.

When you use bonuses or you use time limited stuff, you can run into a situation where, okay, yeah, because it's only available until this weekend I better buy it now. But what happens after this weekend passes? You're not going to hit it. You can't sell it anymore. You have to change the price or the offer or whatever.

We want to tell them, all right, here are the reasons to act now, all right. It could be a bonus. Act now because, all right, act now because I'm going to give you my 15 proven Craig's List templates that carry a \$49 value. I'm also going to give you an interview that

I did where I give the top ten mistakes most for sale by owners make and how to avoid them. And I'll also give you my special report on how to come up with your exact value of your home.

But, the biggest reason to act now before it's too late, this is where you want to give them your Sunday punch. This is the thing that's going to get them to act over and above anything else. Typically this is where you want to throw in the pain of not acting. I know Suzanne's doing a promotion here coming up where it's going to be a one week sale. If it's a one week sale, then you tell them, look, this is only going to be available for a week. It is only going to be available 'til this Friday. Once it's gone, it's gone forever. We will never, ever offer this again. Now if that's true, then you pound the crap out of that. That's why people do that with product launches, these big thousand dollar, two thousand dollar product launches that all the gurus get in on. That is the most effective way to get people to do it, because it's the ultimate takeaway.

If you don't buy it by Friday you'll never be able to buy it again. Unfortunately, they don't have the integrity to stick with it because they end up giving it away as a bonus like two months later for something else. Or they open it up for a couple days because their friend begged them to do it, or some other bullshit reason.

But if it's a true time limit then you play that up. If you only have 15 copies and you're only going to sell 15 or 20 copies, then you tell them, look, I'm only going to sell 15 copies of this. When they're gone, they're gone forever. I don't care if it takes me 15 minutes or 15 days, once the 15 copies are gone, they're gone, and it's over.

If you've got bonuses that are going to disappear, or if you've got bonuses that are a limited, you play that up.

But the one that you can use that will never go away is the pain of not acting. It's their pain that they're going to feel. This is actually my favorite one to use because if you've got an offer that's really working then it can't expire because that pain is always going to be there.

I see a couple questions I'll answer in just a second.

The biggest reason to act now before it's too late, here's the pain. Every day you wait or every day you try and do this without any help is another day that brings you closer to actually having to tuck your tail and call a realtor and beg them to sell your house for you. Because without knowing exactly what to do and how to do it your chances of selling your house are really slim to none. And in fact, most realtors know this and they're pretty smug about it, to be honest with you. In fact, a few of them may have already called you to ask you if you're ready to list.

So do yourself a favor, get the knowledge, get the power, get the tools to be able to sell your house yourself and be able to waive that huge commission check at the realtors and say I kept this in my pocket.

That to me is more effective and it can never go out of style.

David asks “Gone forever or gone forever at X price?”

You could do that, too. I'm only going to do this so long for X price and then the price goes up. But then what? Okay, the price is up, so then what's your reason for them to act now? It's going to go up again, it's going to go up again, it's going to go up again. Again, that works for a while, but then you're going to get to a point if you use that you're going to price yourself out of the market. That's why you've seen, or maybe you haven't seen this phenomenon called the dime sale. I don't know if you've ever seen that before where the price goes up by a dime, every three people that buy it or something like that. There are scripts that will do that.

That's going along the same lines of, hey, the longer you wait the higher it's going to go, but it doesn't go up by so much that you instantly price yourself out of the market. You've got to be careful with using price.

At some point price is going to price you out of the market. At some point your time deadline is going to pass and you either have integrity to stick with it or not. At some point your bonuses really are going to disappear.

Whereas concentrating on that pain of not acting and really honing in on that and hammering away, that never expires.

And if you're looking for the atomic bomb of making people act now, do a time limited offer with a scarcity play and limited time bonuses and lay on the pain of not acting. You could potentially, as I did with a product, make enough money to pay your house off.

But again, if you do that, you have to have the integrity to stick with it and not go back on your word and sell the product later again when you said you'd never sell it again.

Then you've got the call to action. So get onboard with Selling Your Home Along from Jim Edwards now. Click the link below to claim your copy today. There you go. Just as simple as that.

Suzanne said “Go back up to your benefits on this page.”

I'm not sure what you're asking, Suzanne, so go ahead and tell me what you're saying. I didn't really have any benefits if you're talking about this page. There aren't really any benefits. This is more just features answering what I think people's questions would be

about what is the output of the software and all that stuff, and basically what they get. All the results and benefits and stuff are actually in the video itself.

Now one thing I have seen some people do, and I've never tested this. When they have especially the longer sales letters, sales letter videos, is to have a video sales letter where it's basically this grey area. It's headline, video, call to action, and with some of them it's just the headline, the video, and then the call to action doesn't show up until a specific time in the video.

Then when you leave the page they have an exit script that pops up a page that has the entire transcript of the video sales letter. That's another way of doing this that I've seen. Mostly I've seen that in the financial space, financial newsletters and financial advice products where I've seen that used a lot. I haven't really seen it used in the Internet marketing space or anything like that. But that is another potential option that you might think about doing as well.

It really just comes down to what's going to convert the best. Damaging admission, I have never tried selling this product, or really tried selling any of my stuff. I was just trying to think. Pretty much I've been following this formula, especially lately with all my software, and been having a really good conversion rate. But I've never tried doing it with just this grey area and none of the stuff below.

I think if I did we'd end up just having a bunch of questions where people were asking, hey, does it work with the Mac, does it work with a PC, what does it output, what can I use this for, that kind of stuff.

I just throw that out there for you to think about.

Let's keep going. That was the problem, agitate, solve formula.

Specific Things You Can Do to Spice Up Your Video Landing Pages

Specific Things You Can Use To Spice Up Your Video Landing Pages



Now let's talk about specific things you can do to spice up your video landing pages, since we're talking about landing pages. Then we can have some time for Q&A at the end of this one in case anybody's got specific questions about video and stuff.

These are specific things you can do to spice up your landing pages that have video on them.

Specific Things You Can Use To Spice Up Your Video Landing Pages

- Big headline above video
- Shocking statement
- Statistics
- Quotes / 3rd Party material
- Your story
- DEMO or Teach your method or system
- Before and after pics / screen shots / results
- Testimonials / proof
- Graphics
- Bonuses
- Deadlines



LANDING PAGE SECRETS

No. 1 is a big headline above the video. I can't tell you enough that that's probably the No. 1 thing that you would want to test. If not just assuming that you're going to want to have it on there. It's absolutely something that when someone comes to a page, especially if your video takes a second to load or they're maybe in a situation like what I've talked with Gabrielle about. She does bookkeepers and whatnot, and so you can't have your video automatically start playing.

If you were to drive somebody to a landing page where your video couldn't start playing automatically because somebody was in an office or something like that, they either couldn't have audio or they physically didn't have speakers or whatever, no one would know why they should watch your video.

You've got to have a headline on the page. I really don't think it's a good idea never to have one. I know on that one that I showed you with the simple one; it really didn't have a headline for the video. But that video was auto-playing and I was carrying on a conversation with people that started with them registering for a webinar.

A shocking statement is another thing that you can use to really spice up a video sales letter, typically at the beginning. In the example I used for the For Sale By Owner I might say something like Attention For Sale By Owners: Most real estate agents know that you're going to fail and the statistics prove them right. That would be kind of a shock, which would be a shocking statement. They're not expecting that. They're

expecting somebody to give them all the warm fuzzies and stuff.

But if you'll give me two minutes I'll show you how you can thumb your nose at them and save thousands, if not tens of thousands of dollars in real estate commission. Now that would be a way to really grab people's attention.

Statistics. This is another way, another thing that you can add. You don't necessarily have to add it in any particular part. These are things; these are kind of add-ons that you could use in any particular spot. You might add a statistic at the beginning and combine that with a shocking statement.

Attention For Sale By Owners: This is probably going to come as a surprise to you, but according to the National Association of Realtors, 95 percent of all for sale by owners fail and list with a real estate agent within the first 60 days. How would you like to thumb your nose at those real estate agents and keep thousands, if not tens of thousands of dollars in real estate commission in your pocket? Sound good? Well give me two minutes and I'll show you how you can do that.

Quotes and third party material. Again, sometimes it really helps when you are teaching somebody in the video or whether you're just trying to get your message across, giving third party or some sort of quote or testimonials or something like that which will really help to substantiate what you're saying.

Sharing your story. Even if it's just a couple of sentences. I shared my story in the example I gave you saying, hey, you know, hi, my name is Jim Edwards and I want to share with you how I was able to sell not one but two houses in 60 days and save the real estate commission on both so that I could buy a new house.

The other thing you can do is demo or teach your method or system. You could actually show them. This is one of the things that we do with, especially with software. We'll show how the software works. That's one of the reasons why the videos, when we're selling the software, gets up around six, seven, eight, nine minutes, because the actual part of the video that's doing the pitching is really only three or four minutes. But sometimes it takes four or five minutes to be able to demo the software the right way.

But on the flip side with the software or whatever it is, it helps for somebody to actually be able to see it and go, okay, that's how it works. Hell yeah, I'll take it.

But that's not just software. You can demo anything. I remember a few years ago I bought a shrink wrapping machine. This thing was called the Mini-Giant or something like that. It's sitting in the shed right now. But it was not cheap, it cost like \$2000 and it's pretty bulky and whatnot. I was reading all the sales material and all the specs and everything else. What ended up selling it for me was a little two minute demo they did where they showed how to put stuff in the shrink wrap stuff, throw it over in the thing,

push the thing down, hit the button and it came out neatly shrink wrapped and I just was like yeah, I'll take it.

A demo of whatever you're doing showing people, if you can do a demo it will really help.

Before and after pics, screen shots, results, anything where you can show people proof. This is why weight loss stuff is so effective, showing a fat person and a skinny person. Real bad acne before and real clear skin after. Got to be careful with that, though, because those get faked so much, just be careful. Make sure that you're doing it with the utmost integrity. I'm not saying you wouldn't, but I'm just saying be careful with before and after pic screen shots.

If you do something like that, especially with any kind of a health or a financial claim or anything like that, I would make sure to include a disclaimer right there in the video.

Now of course I can't promise you that you're going to lose 50 pounds and your results are going to vary. I personally stay away from anything related to weight or health or anything like that. I just have a big thing... and you would need to talk to your doctor first.

Same thing with financial. I'm not telling you you're going to make \$50,000 from a single article because you're not, nobody is. But I can show you after publishing a couple hundred articles these are the sales and these are the traffic figures that I was able to get. And of course your results are going to vary.

Testimonials and proof. Any kind of proof. That's why people show bank statements. They get letters from their accountant and things of that nature.

And then of course any kind of graphics, bonuses, deadlines. We talked about bonuses and deadlines. And graphics, again, in the actual video itself graphics can do a lot to add to the message and they can also do a lot to detract from the message. You need to be careful about using the wrong graphics or graphics that distract.

My rule of thumb, and it's done very well for me, is that when I use a graphic in a video sales letter, I use that graphic if it helps to sum up the main idea that I want to get across on that particular slide. When I say slide, I guess I should have said I'm assuming that the vast majority of your video sales letter videos are going to be PowerPoint based; they're not going to be the talking head.

The reason for that is they're a lot faster to make. They have less chance of offending anyone because. I don't know what the statistics are, but I'm sure I could find them. Let's say, you know, 25 percent of the people who see your video sales letter, the talking head video sales letter are going to hate you because of the way you look and so you're

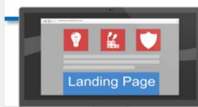
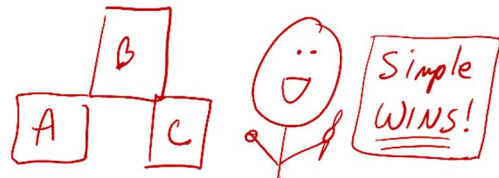
going to lose one out of four people through no fault of your own. Whatever that is. I'm assuming that you're using PowerPoint to do this.

If you're going to use graphics, which I do recommend you do, make sure the graphic on each slide is basically getting across the biggest point on that slide. Saving money or they're upset or angry or thumb your nose or any of those main thoughts that I want to get across on those slides, that's the thing I'm going to be looking for in the graphic.

Final Thoughts

Final Thoughts

- If in doubt on a landing page, do a VSL
 - If stuck for time, do text
 - Keep it 1-5 minutes (can be longer, but try short first)
- Keep it simple and don't get bogged down in:
 - Graphics
 - Special effects
 - Music
 - Professional voice over



LANDING PAGE SECRETS

Some final thoughts. I see a couple really good questions in here that we will hit.

Final thoughts. If in doubt on the landing page do a video sales letter. That should be your first resort if possible. But if you're stuck for time then do text.

I'm telling you that I would always default to doing a video sales letter because I think they're more effective at this point. Maybe they're more effective for me. I don't know, I can't tell you for sure. But what I will tell you is that I would default to a video sales letter. But if I didn't have a lot of time then I'd go with text.

Because basically whatever you do with the text is going to be your script. So that would be the other thing I would tell you, don't ever try and do a video sales letter without writing it out word for word ahead of time. That's my opinion.

Keep it between one and five minutes. An opt in video should really only be 45 to 90 seconds max. It doesn't need to be any more than that. That's why I shared with you that first formula. Your video sales letter, shoot for five minutes or less. What will happen is it will probably end up being six, seven, eight minutes. Or maybe it will be less than five minutes. It just depends on you and how fast you read and the extra stuff you want to put in.

But if I told you keep it under six to eight minutes then it would be ten. Just shoot for about five minutes or less on a video sales letter. If it goes over don't have a spaz, just test it out and see if it works. Ultimately it just comes down to testing it out and seeing if it works.

You also want to keep it simple and don't get bogged down. Do not get bogged down with graphics, special effects, music or professional voiceover. This is the stuff that just makes it so your video sales letter, your video landing page just never gets done if you're trying to find and use the perfect graphic, if you're trying to use a whole bunch of special effects.

If you notice, I don't use any special effects. I use basically two transitions when it comes to bullet points and pictures and stuff, I'll wipe the pictures, the animation in PowerPoint, I use the wipe effect. Then each bullet point or headline or whatever appears, it just appears. It doesn't spiral in or do anything funky.

I don't use music as much as I used to. Mainly because I switched computer stuff. And I don't know, I just don't think... no disrespect to my buddy Mike Stewart, yes, you probably should have music on the front and the back, but I just don't. I guess I should test it, but music is just another variable.

And then of course trying to get somebody to do a professional voiceover for you, not only does that add to the cost, but it also adds to the technical BS that you have to get over, because then you're trying to get the slides to match up to their voice and everything else. Whereas if you've got a script and you've got your slides and you're narrating it yourself, you can control it while you're actually making it. Then when you're done, you're done, instead of having a whole bunch of post-production bull crap.

We've got a couple questions here that we'll address.

David says “Jim, in your videos and webinars, your videos and webinars are all pretty simple, i.e., PowerPoint slides with limited graphics and no video action. Since you do it all the time I presume this approach works.”

Yes. Yeah. Absolutely. I don't screw around with any of the other stuff.

Nirup says “Do you have a course, training or DVD on buying a home?”

We do, yes. It's at www.fsbohelp.com.

Suzanne says “Do you think there's an advantage of starting out with a talking head, just a short glimpse to make you real and then cut to PowerPoint?”

I do not think there is an advantage to doing that. If you are aching to show them what you look like then I would have a good recent photo of you in the first slide or second slide that you can share. Like I said, you're never going to have the lighting perfect, your hair is never going to be perfect, and your makeup will never be perfect. Someone will always think that you look like a dip shit because you're doing the talking head stuff and then you're switching over.

You also probably have a situation of mixing, and it's just another variable not to mess with, because if you mess something up then you start over. Then if you have to use one thing to do the talking head part and then another part to do the PowerPoint and then you're trying to match audio levels and all this other stuff, it's just not worth it.

If you want to show people what you look like then throw a picture of yourself in there and call it a day. That's the easiest thing that you can do.

That's all I have on this. Did you guys enjoy it? Was this good? Was this helpful? Does this get rid of things for you?

Okay, everybody is saying yep, it's good.

David says “For years I was the Hawaiian shirt guy. Now I'm the teacher.” There you go.

All right, cool. Everybody's got it. Yep, sweet and to the point. All right. I hope you enjoyed it. I enjoyed it. Go use it. Use the templates and you can do it.

Next time we will be doing the landing page Q&A. We'll be doing just a big old bunch of Q&A stuff, answering all your questions. If you have questions from putting this into action, please do send them in. We'll send out a notification telling you how you can do that. Make sure that you get them in because I will tell you that a Q&A webinar without any Q doesn't last very long. So get your questions in and we'll talk to you guys soon.

Everybody have a great day. Bye-bye, everybody.