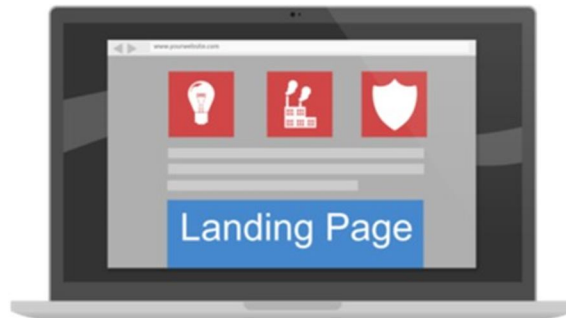




**Presents...**

**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 Q&A

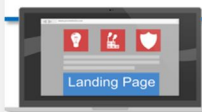
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Don't miss this breakthrough webinar series that will finally take the mystery out of landing pages and help you quickly get the results you want... no matter WHAT you sell or WHO you sell it to!

## 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.

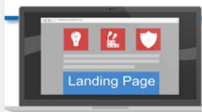
We've covered a lot of ground. Webinar 1 we did Landing Page Fundamentals and Mistakes. Then we did Opt In Landing Pages. Then we did Tech Sales Letter Landing Pages. Then we did Video Sales Letter Landing Pages. And now to close out we're going to do Landing Page Q&A. I hope you guys came with a bunch of questions.

The one thing I will say is that we covered so much. We didn't actually have a ton of submitted questions, so hopefully you guys will have some live questions for me today.

## Up For Today

### Up For Today

- Submitted Questions
- Live Questions
- Much, MUCH More!

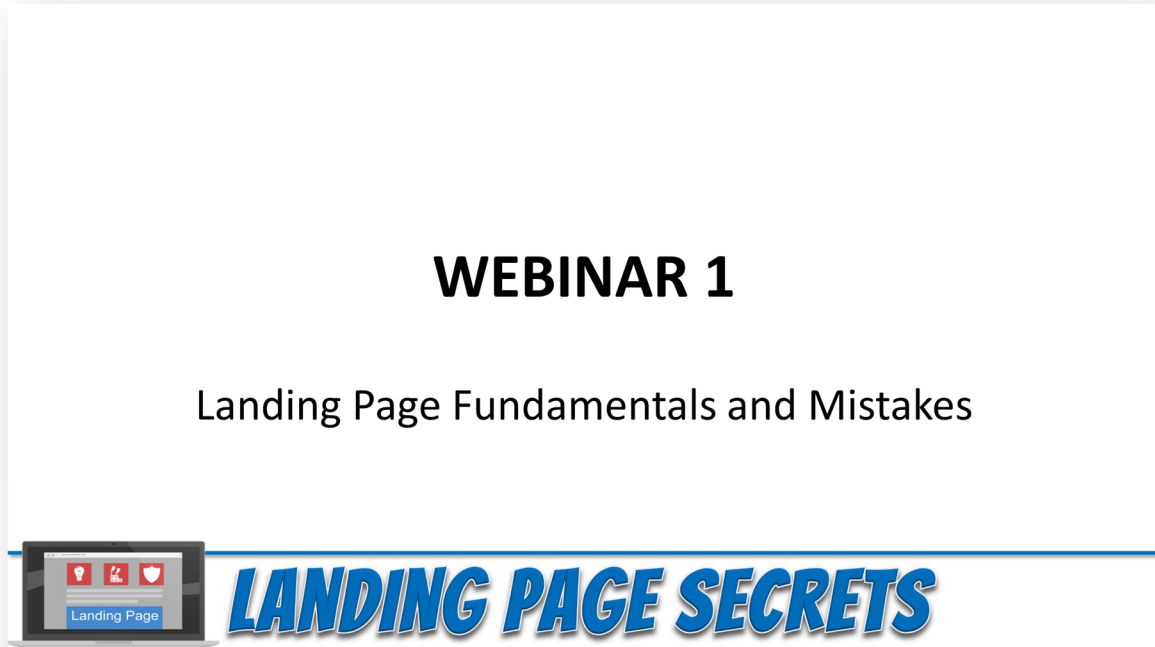


**LANDING PAGE SECRETS**

Today we're going to have submitted questions and then we're going to go over live questions. And of course, as always, much, much more.

## Submitted Questions

### Webinar 1

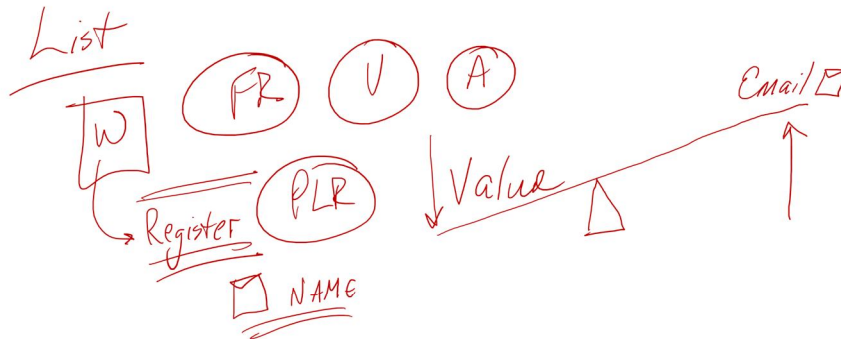


From the first webinar, which was Landing Page Fundamentals and Mistakes, we had a few questions.



Q&A 1: “What if your honestly not a good talker and don’t do webinars?”

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



## LANDING PAGE SECRETS

When I had mentioned to somebody that one of the best ways that I have built my list over the years, somebody said well what if you're honestly not a good talker and don't do webinars. When you're talking about building up your list, webinars are just one way of doing it. You can offer free reports, you can offer videos, you can offer articles, you can offer private label right stuff that you thought.

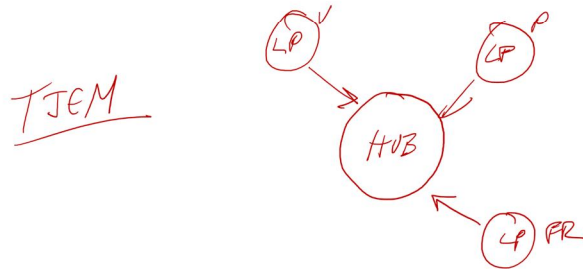
Anything that has value that somebody is going to think is more weighty than their fear about giving up their e-mail address. Once you've piled on that value, then you'll get them to the point where they'll actually give you their e-mail address.

The main point that I was trying to get across was that with a webinar, at least for me, is the thing that I can create the fastest that has the highest perceived value. With a webinar somebody realizes that in actuality to be able to attend a webinar you have to register. To register for a webinar, at a minimum you've got to give up your e-mail and probably your name as well.

That's the big reason, if somebody wants to attend a webinar they've got to give up their name and e-mail address. They just know they have to. As opposed to with a free report, the video, the audio, the private label stuff, whatever the other bribe is. They know that you're just doing it in order to get their name and e-mail address.

Q&A 2: Portal Site Have a Landing Page?

**What about a 'portal' site that is to give links to own products, other sites, etc. - probably doesn't have a landing page. - more of a home page**



## LANDING PAGE SECRETS

Next question is “What about a portal site that is to give links to your own products, other sites, et cetera? It probably doesn’t have a landing page, more of a home page.”

This was more asking what if you have a bunch of different landing pages. What if you have a landing page for a product? What if you have one for a video? What if you have a landing page for a free report and all that. Do you have some sort of a hub where you have them all linked up so that people could find them eventually.

I think that’s fine. That’s kind of what I do with my Jim Edwards Method. I don’t know if you guys want to see that real quickly. I could show you that, because this is illustrative of it. Let me jump over there real quickly and I'll show you how that’s set up so you can see it.

If we come over to the Jim Edwards Method, I've got my blog on the front. Then down here on the right I've got links to the dashboards for all the wizards and stuff that we have there. Then basically all of these are just one page sales letters, all the ones up here. Yeah, you could do that. Absolutely I would recommend doing that. You may not want to do that with all your stuff.

The other thing that you can do is like with this one here, how to write a great ad to drive traffic, you can link to your individual landing pages and stuff at the end of an article. That’s pretty stupid. Why would I put up an article and not have a link to the wizard?

That’s dumb. All right, well you can see that I’m not as smart as I look.

Anyway, you can link to them. Not just from the sidebar, but also from your content and stuff like that. All right!

That’s a great question.

Q&A 3: “Do I have to have a tool like OP, LeadPages, or ClickFunnels?”

**Do I have to have a tool like OP, LeadPages or Click Funnels to do landing pages?**

NO

EASY!

③ LP → Optin Pages  
② CF → AR \$300/year  
SC  
① OP → WP → Control

**LANDING PAGE SECRETS**

Next one is “Do I have to have a tool like OptimizePress, LeadPages, or ClickFunnels to do landing pages?”

The short answer to that is no, you don’t have to have any one of those tools.

The long answer is you want to make it as easy as possible on yourself to make these pages and do what you want to do. LeadPages, which is pretty much just for making opt in pages, I would tell you if you’re doing a ton of those it might be worth doing that service.

ClickFunnels I think is coming on strong from the standpoint of either they already have or they’re going to have here within the next month, maybe even this month. They’re going to have their own e-mail autoresponder built into that. They have a shopping cart built into it. They have a whole bunch of things so that you can do everything from opt in pages to sales letters and everything else.

## “Landing Page Secrets” Webinar Q&A

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I know that it's not exactly cheap. It's going to cost you a minimum of about \$300 a year, somewhere in that neighborhood. But everything is done for you.

Then something like OptimizePress, which is what we're primarily using. It installs on WordPress, you have a lot of control over it, and you can create good looking pages fast.

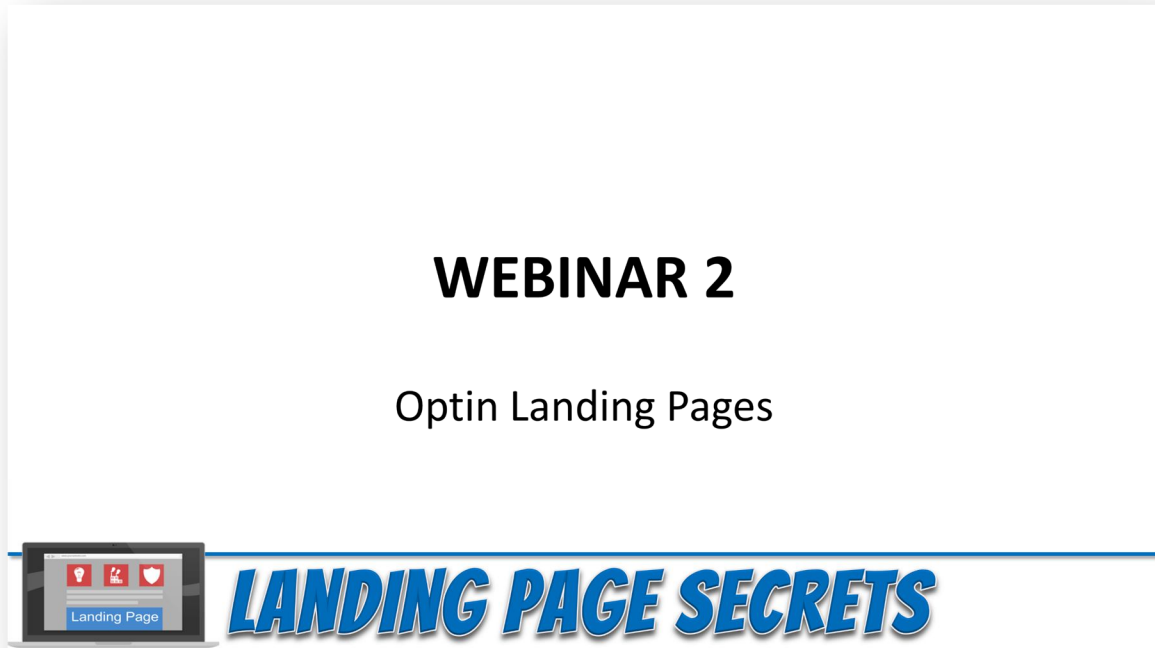
Again, the short answer is no, you don't have to have anything like that; you can just do it with WordPress and a free theme. But I can tell you that once you figure out something like OptimizePress, that would be my No. 1 choice. My No. 2 choice would be ClickFunnels and my No. 3 choice would be LeadPages.

Once you do figure it out, though, you can create pages really super, super fast. And in the end it makes it a lot easier for you.

Case in point. Yesterday I set up a whole new sales page for a three part webinar series I'm going to be doing with a partner and got the entire thing set up in about two hours. It was much nicer, much easier than either doing it by hand or otherwise.

That was it for questions about Webinar No. 1.

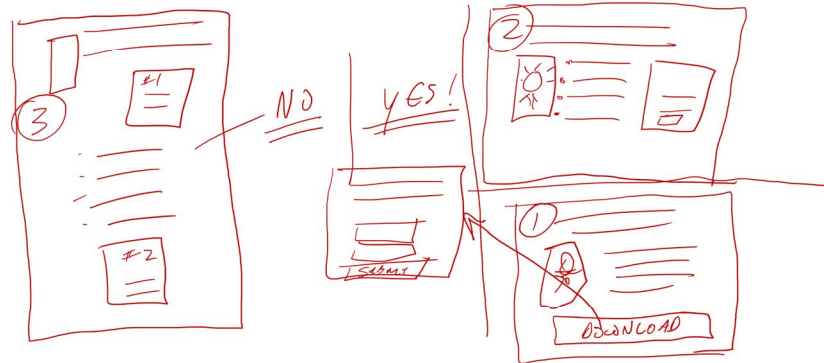
### Webinar 2



Webinar No. 2 was about opt in landing pages.

Q&A 4: “On the opt-in landing page, do you track whether people used box #1 or #2?”

**Jim, on the optin landing page, do you track whether people used box # 1 or 2?**



## **LANDING PAGE SECRETS**

“Jim, on the opt in landing page do you track whether people used box No. 1 or box No. 2?”

That’s the one I showed the example of a page where I had a graphic right here. I had the headline, I had the opt in box where people could sign up, and then I had some bullets and whatnot here. Then I had another opt in box down here.

The honest answer was no, I didn’t track. I should have tracked. So the answer of should have is yes, you would probably want to track that.

I would tell you that probably the design that I would go with first when creating anything would be having everything above the fold, either with whatever your product graphic is and stuff. Then use some bullets and then your box where people can submit. Or doing something like this where you have your headline, you have your picture and stuff, you've got some bullets. And then you've got a big button that says Download. Then when they click it, it launches an opt in box where it gets them to put in their name and e-mail and then hit the Submit button. It's got some kind of a headline.

Those would be the two options that I would test side-by-side before I had an option that was longer and had two boxes on it.

Truth be told, this would be No. 1, this would be No. 2 and this would be No. 3 as far as the order in which I would make stuff and test it.

Q&A 5: “Does your opt-in need a photo image, i.e., the guys in the Rolls Royce?”

The slide features a central question: "Does your optin page need a photo image -- ie guy in the rolls royce?". To the left of the question is a hand-drawn diagram of a landing page layout, showing a box labeled "image" and a list of three horizontal lines. To the right of the diagram are handwritten notes in red ink: "RESULT 'THING' READER COVER AUDIO ' CD/DVD", "YOU -> KNOW?", and "OFFER?". At the bottom of the slide, there is a small icon of a laptop displaying a landing page and the text "LANDING PAGE SECRETS" in a large, bold, blue font.

“Does your opt in page need a photo image, i.e., the guy in the Rolls Royce?”

I would say that any opt in page needs an image, absolutely. Now what should the image be? I think it depends on what the offer is in your opt in page. It can be a picture of the result that you're promising. It can be a picture of the thing that they're going to get. So the result would be a cleaner something, whatever, including before and after picture. Diminished acne. Just whatever the result would be.

The thing might be like a report cover, an audio, some type of audio cover, some type of a video thing. People used to use CD and DVD cases. The problem is that people are like oh, well how am I going to get my DVD in the mail?

It can be a picture of you if the people know who you are. But definitely you want to test it, because if they don't know who you are or if you've got a face made for radio, or whatever it is. You definitely want to test that image rather than just throwing up a picture of you from high school or something and saying hey, I'm going to show you how to do whatever, and you end up just looking like a goob.

Maybe you can have a picture of yourself and something else so people can see who you are. Again, it really comes down to the offer on the page and what image is going to

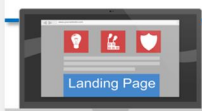
make the most sense.

Q&A 6: Free Offer be the Same Type/ Format of Product You are Selling?

**Have I also heard you say that free offer should be same 'type'/format of product you'll be selling?**

YES      Consumers ?

Software → same  
EBook → Text  
Video → Video  
AUDIO → MP3  
CDs → FREE CD



**LANDING PAGE SECRETS**

“Have I also heard you say that the free offer should be the same type/format of product that you'll be selling?”

And yes, you have heard me say that. When it comes to doing some type of a free offer, if you're going to ultimately be selling software, all right, then give away a piece of the software, all right.

If you're going to ultimately be selling somebody an eBook, then give away some type of text content.

If you're going to ultimately be selling a video course, then you want to give away a video.

If you're looking to attract buyers, or consumers of whatever it is, all right. Then you'll want to attract consumers of software or eBooks or video or audio or CDs or whatever. You want to attract people who want to get software, they want to get text content, they want video content, they want MP3 content, they want to get a free CD, whatever it is. That's the best thing to do.

Gabrielle just asked a really good question in the Q&A box which we'll hit at the end in the live Q&A. But that's a great question related to this.

So anyway, that's why. The psychology is that you want to get people who consume stuff. You do want to use video to try and attract people that you're ultimately going to be trying to sell software to. Though you may use video to demonstrate software, you ultimately want people who are consuming software. It's the same with books and video and audio and stuff.

Q&A 7: Which Template is the Best in OptimizePress vs. LeadPages?

The slide contains the following handwritten notes:

- READ
- Browsers
- Mobile!
- phone
- ipad
- 25%
- ?
- TEST!
- Try A/B Version
- TEST #
- %

At the bottom of the slide is a banner with a laptop icon on the left and the text **LANDING PAGE SECRETS** in large, blue, stylized letters.

“Do you know offhand which template is best in OptimizePress versus LeadPages?”

In LeadPages one of the things they tell you, and probably the biggest reason why they tell you that you should sign up with LeadPages is that they test all these different templates. They not only test all the different templates, but they measure people's results, which usually comes down to either money made or a percentage of subscribers and stuff like that.

In OptimizePress you don't know.

I would tell you that the best thing to do, and I know people don't like this answer, but you need to test. When I say test, I just mean you try a couple different things and you measure which one gets you the best results. That's really all you can do is to test.

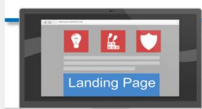


The big thing is just make sure that it's easy to read, that it looks good on multiple browsers, that it looks good on mobile. That's probably the biggest thing, that it just looks good on a phone or an iPad. The stats that I'm seeing is that 25 percent of people are looking at stuff on a phone or an iPad. That's my iPad, by the way.

That's why you need to pay attention to how it looks on an iPad or on an iPhone and mobile. But the biggest thing, it just looks professional, it makes sense, it's easy to read, it's got a light background with dark, preferably a white background with black text and attention-getting headlines and a consistent look and feel.

Q&A 8: Backend of GTW and Autoresponder 1 Step Set-up

**Can you show the 'back end' of how you got it to do both GTW and the AR registration in one step, pretty please!**



**LANDING PAGE SECRETS**

“Can you show the backend of how you got to do both GoToWebinar and the autoresponder registration in one step?”

Yeah, I can show that real quickly. It's not anything all exciting. I was using AutoResponse Plus and it will redirect. It's redirecting because the thing was done, so here's a template we use for setting up a registration.

If you don't have OptimizePress obviously this isn't going to do you any good, but this is a template that we use for setting up these webinars that we're doing with partners to promote Custom Content Wizard.

We go into the live editor in OptimizePress. This is one of those overlay boxes. I think you go under Advanced Options. Nope, it's in the other thing. Register for the live

## “Landing Page Secrets” Webinar Q&A

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webinar instantly. Then this is in the opt in box. This is the form HTML for our autoresponder. Then down here we can choose integrate with GoToWebinar. Then you choose which webinar you're integrating it with, the ones that you have listed in your GoToWebinar thing.

It's very straightforward. If you're using OptimizePress just look for the Help file on integrating with GoToWebinar. There are a couple steps you have to go through. One on GoToWebinar to sign up as a developer, which is free, it doesn't cost anything. That just opens it up so that you can tie in their API with this. Then you just have to register the API with the installation of OptimizePress.

It sounds more complicated than it is and it's not complicated.

Suzanne says “So it's just the name of the GoToWebinar and not the URL?”

The answer to that is correct.

Just to make sure, especially when we've got six, seven, eight different webinars going on at one time that I might be doing with partners and stuff, we'll name the webinar with the partner's first name. Instead of having this Landing Page Secrets thing, let's say we were doing that with five different people and we were calling it Landing Page Secrets. You wouldn't know which one to grab because they're not in chronological order.

What you do is just name it like Jeff Herring, Landing Page Secrets, Mike Stewart, Landing Page Secrets, Suzanne Hetts, Landing Page Secrets. Then you know which one to choose to integrate with your page. Make sure you name them in such a way that there will be no confusion whatsoever.

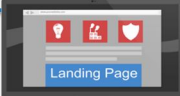
Again, if you just go into the Help files for OptimizePress they will literally walk you step-by-step through signing up with the API thing and then integrating it with OptimizePress. It's not hard at all. So there you go. That's on that one. I thought it was complicated, but it's not at all.

Soosan told me this in the chat box, going back to the thing that I showed you guys with that integration. If you have a website and it says that WishList Member is now doing the same thing for integration with GoToWebinar and WishList Member. I guess if you have WishList Member and you're using WishList you can set it up to automatically register people for webinars as well. You need to read the instructions on how to do that, but that's another way to do it.

Let's keep going.

Q&A 9: Paid Offer After a Free Offer on the Frontend?

**So you recommend making a Paid Offer after a free offer on the front end?**

 **LANDING PAGE SECRETS**

I think this was the question that the person was asking. “So you recommend making a paid offer after a free offer on the frontend?”

Talking about, I've got my free offer, sorry I'm still getting used to the new computer and new stuff and new things and everything. So sometimes it does weird stuff to me.

I think the person was clarifying when I said, okay, you've got a, I don't understand why the control button is there. Anyway.

You're making some kind of a free offer, all right. People put in, hit the Submit button. That's really bugging the crap out of me. I don't understand why this is doing what it's doing. Hang on. My computer is not cooperating.

Let's see if we can do it now.

Somebody comes in, you make a free offer and you give them whatever you're offering, all right. Then once they hit the Submit button, instead of just taking them to a page where it says, Congrats, Look in your e-mail or whatever. This actually says, hey, while you're here I'd like to make you some sort of a paid offer. Obviously the headline wouldn't be paid offer. I've heard a bunch of people say a bunch of different ways to do it, but you can do it as kind of a lesson.

Hey, just wanted to show you, give you a cool lesson real quickly. And then it ends up with some kind of a purchase. Hey, let me show you a tool that's going to make your life a lot easier on something. So a lesson, a demo, a case study. The key is that it's related to the freebie. It's kind of like the total next level. That's No. 1.

No. 2, it's a crazy deal, so that people would go, holy crap. You can use this when people are signing up for everything from a webinar to a free report to anything that you would give away for free, then you can use this strategy. When they hit that Submit button and they get to that next page you're making that offer, some type of a paid offer.

Truth be told, I don't do this enough. I should do this more and I don't and I should.

### Webinar 3



Questions from Webinar 3, which were Text Sales Letter Landing Pages.

Q&A 10: “Where do you put your own story?”

**1 thing is not really clear to me Jim, where do you put your own story?**

The diagram consists of several hand-drawn elements in red ink. At the top, a row of six empty rectangular boxes is shown. Below the first box, the word 'START' is written, followed by 'w/ story' and 'you!' with a smiley face. An arrow points from 'you!' to a box labeled 'Bio Story'. To the right, another box is labeled 'About ME'. A circled arrow points from the top right towards the 'Bio Story' box, with the word 'SENSE!' written below it. At the bottom left, there is a small icon of a laptop displaying a landing page with a lightbulb, a person, and a heart icon. Below the laptop, the text 'LANDING PAGE SECRETS' is written in large, bold, blue letters with a white outline.

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

I think that was when we were talking about text sales letters and I was giving the various building blocks that you would use to create the story. One of the things that people say you should do is start with your own story. That’s one thing.

Another thing people tell you that you should do, after you've done all the benefits and stuff, you say something like, well, wait a minute, wait a second, I'm actually getting ahead of myself. Let me tell you who I am and how I came to be here with you today. That would be where you would give your bio or your story or something like that. That’s a good place to put it.

Some people even say you should put it on a separate page. It can go on an About Me page. My opinion is that if you use your story, you put your story where it makes the most sense, where you can get the most impact on it.

My opinion is that in today’s world people really don’t care about you all that much and they're really worried about themselves. So when they show up to any type of a sales situation, if you start with the story, you're talking about you. People only care about themselves. Now you start talking about you and how great you are and say, hey, look at me, look at me, let me tell you my story. They say well I don’t really give a rat’s ass about your story. I only care about myself

Whereas if you make it all about them, that’s why I always like to use that problem, agitate, solve. Attention Content Marketers: Here's the problem you face when it comes to getting your articles and videos seen. Everybody else and their brother are out there publishing articles and videos. So you can publish tons of videos and articles 'til the cows come home, but if you don’t know how to promote them then you're really screwing yourself.

To make matters even worse, thousands of new people start in with new articles and videos every single day. In fact, more than a year’s worth of content is uploaded to YouTube every hour. That means that it's getting harder to get seen, it's getting harder to get read, it's getting harder to rise above the crowd.

If this sounds like you, then luckily for you I've got a solution. It's called The Five to Ten Minute Content Promo Plan. It's going to help you to know exactly how to promote your content in five to ten minutes a day, how to use social media, how to use video, how to use your blog, how to use e-mail, how to use Twitter.. It’s all the things that you can do really fast to be able to get a ton of use and to really put yourself head and shoulders above all the noise out there on the Internet.

But I'm getting ahead of myself. Let me tell you just quickly who I am and why I'm here to help you today. My name is Jim Edwards.

I literally just did that off the cuff, to me that makes more sense to talk about them, resonate with them, get in sync with them, and then help them to do well.


I just saw another question about formulas, which I can answer later as well.

Your story can go anywhere. Just stick it where it makes the most sense. But make sure that you're in sync with the people before you do it.

Q&A 11: “Are you saying long form sales letters don’t work anymore?”

**Are you saying that long form sales letters don’t work anymore?**

TEST VSL  
VS A/B  
Long Copy



“Are you saying that long form sales letters don’t work anymore?”

No, I never said that. I would never say that long form sales letters don’t work anymore because I’m sure they do work. The biggest thing you can do is test video sales letters versus long copy. That would just be a simple A/B split test. Just run 200 people to a video sales letters versus running 200 people to a long form sales letter and see which one performs better. That’s your best bet. Plenty of people are still using long form sales letters.

Q&A 12: Find Out What People’s Fears Actually Are?

**How can I find out what people’s fears actually are (and not just guess) for my sales pages?**

ASK → POLL → Cheap  
EMAIL → Won't  
HELP DESK → Time

Research → Google → Top 10 FEARS Niche  
" x " "  
Niche FEARS (i)  
" FRUSTRATION (i)  
" Questions ?



**LANDING PAGE SECRETS**

“How can I find out what people’s fears actually are and not just guess for my sales pages?”

Well, you can ask them, okay. You can ask in the form of a poll. You can ask in the form of an e-mail. So you ask people whom you know, or people in your Help desk, what's your biggest fear or concern when it comes to whatever topic. Just ask people.

Another thing you can do is research. There's this multi-billion dollar tool called Google where you can go out and do searches, like top ten fears for, whatever your niche is. What are the top ten fears for, for sale by owners? Or you could just do top fears. Take out the top ten, do top fears for, for sale by owners. You could do niche fears or frustration or questions, okay. Whatever those things are.

You can find out what they are and just do Google searches. Plenty of people out there have written about them and you can just start compiling and you're going to see themes that come up. I know that if we were to go right now to, for sale by owner, the biggest fears would be selling too cheap, won't be able to do it, will take too much time. I know that's what it would basically come back to. Its just knowing your market.

But then if you don't know your market or you're not 100 percent sure, then you go out and do some research using the words fears, frustrations, questions. I guarantee that you'll find stuff. If you can't find anything it means nobody's writing about it, which means that's something you need to be really wary of. If nobody's out there already



writing or creating content or selling towards those fears then you could potentially not have a big enough market.

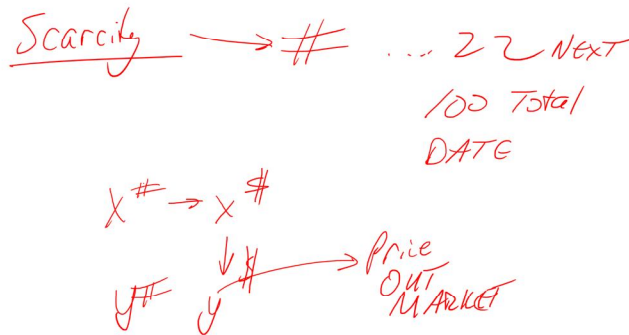
#### Webinar 4



Questions from Webinar No. 4, Video Sales Letter Landing Pages regarding scarcity.

Q&A 13: “Is the offer gone forever or gone forever at X price?”

## Regarding scarcity: is the offer gone forever... or gone forever at X price?



## LANDING PAGE SECRETS

“Is the offer gone forever or gone forever at X price?”

We talked about this, that one of the biggest ways that people use scarcity is to say either a total number, so only for the next 22, or it could be we're only going to sell 100 total and then it's gone. Or you can use the scarcity of, it's only available until this date. All of those are valid, but the problem if you've got a great seller, then you're screwing yourself, because what happens if more than 22 buy? I found that out another way.

We were doing, I think it was the Jim Boat 4. I was doing an offer for a coaching program. It was not cheap. I said I could only take 12 people, and we had like 100 people there. So literally everybody got up and ran to the table and 40 people were trying to sign up. So I kind of had to back track right there and say, okay, I guess we'll have to make another group or something. So you've got to be really careful with that.

The other way to use scarcity is, okay, we're only going to sell X number at X price and then the price goes up. The problem as soon as the price goes up, how many are you going to sell at that price? At some point you're going to price yourself out of the market, meaning you'll raise the price enough that nobody will want it anymore because it will be too expensive. That's just something you've got to be careful of.

Q&A 14: “Do you put all the benefits in the video and none in the text on the page?”

**So do you put all the benefits in the video  
and none in text on the page?**

**LANDING PAGE SECRETS**

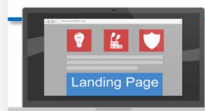
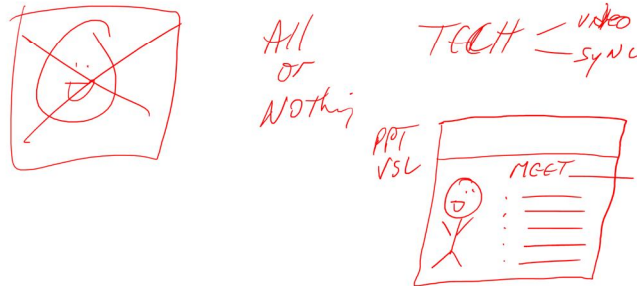
“Do you put all the benefits in the video and none in the text on the page?”

Personally, the way I've been doing my video sales letters lately is that in the video itself I'm putting the most important info, the absolute best bullets, all right. You might have ten bullets or fifteen bullets on the website, but typically I have my three to four best bullets about the product in the video. We went over that video format, I gave you the formula, I gave you that handout. That had a total of I believe five in it. You want to spend some time coming up with really the best ones.

On the page itself, you can list off as many as you want within reason. Once you get up beyond about fifteen or twenty, then it's getting a little laborious, in my opinion. But again, you want to test it. But you put the best benefits in the video and then you could put more benefits and other information in the text on the page.

Q&A 15: Start With Talking Head Cut to PowerPoint?

**Do you think there is any advantage of starting out with a 'talking head - just a short glimpse to make you 'real' and then cut into ppt?**



## **LANDING PAGE SECRETS**

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

I said on the original webinar that I thought that was a bad idea. I say that because from a technical standpoint it's hard both for the video part and for the audio sync level and everything else, it's just weird. Plus, I don't think you need to do it.

I would suggest if you really want people to see who you are if you're doing a PowerPoint video sales letter, then I would have a picture of myself in there if I really thought they needed to see who I was. I would have a picture there so that they could see who I was. That's how I would handle it, instead of doing a talking head video and looking like a dufus.

Q&A 16: Hosting Sales Video on YouTube?

**What are your thoughts about using YouTube to host your sales videos, even on your own pages?**

OK      LP } ~~YOUTUBE~~  
CF }  
CONTROL



## **LANDING PAGE SECRETS**

“What are your thoughts about using YouTube to host your sales videos even on your own pages?”

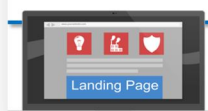
I think it's okay. I see a lot of people doing that. I also see in particular with LeadPages and with ClickFunnels, that's pretty much the way that everybody gets their videos to play on those services. You've got to upload your videos to YouTube.

One of the negatives about that is that you have a situation where you're not in control of your videos. I know you probably heard horror stories of people having their videos shut down off of YouTube and whatnot. But I know some guys who have hundreds if not thousands of hours of stuff up on YouTube and they're not having any issues whatsoever.

If you want to use YouTube to host your sales videos, I don't really see it as a problem. I don't do it because I like having more control over the videos themselves. But I don't think it's an issue, especially not like it used to be.

## Live Q&A

# LIVE Questions



## **LANDING PAGE SECRETS**

All right, so that was it for the submitted questions. We had a couple of submitted questions, so let's take a look at those real quickly.

### Q&A 1: Free Consultation?

The first question was “If you're selling a coaching service, would you offer a free consultation?”

Let me get my little pen going again, my answer to that is probably it depends. What it really depends on is the price. If it was just like a \$99 coaching program or something, as in one of those one-time coaching programs or it was an e-mail coaching program, probably not. I might let somebody ask me an e-mail question. E-mail me whatever your question is and I'll help you out kind of thing. I think that would be good. It could also be very time consuming.

I would add some sort of a pre-qual process. I've seen people do everything from charging a deposit to a huge long questionnaire that people have to fill out. I don't know if I spelled questionnaire right. To basically pre-qualify them with either money and/or time, because nobody's going to fill out a ten page questionnaire just to really to waste your time.

Again, I think it just comes down to the pricing, length. I would do more for someone I was trying to get into a \$5000 coaching program than I would for somebody that was trying to get into a \$99 onetime e-mail coaching program. So it just depends.

I think you would want to have some sort of personal contact as part of that process that you were using to get them into it. I think, based on my own personal interaction, the best results I've ever had of getting people into a coaching program was after they had had personal interaction with me. I've had better results because I had interaction with the people and could weed out the ones that I didn't like.

There should be some sort of personal interaction. And the level of that would be based on the price and the complexity of the program. I hope that makes sense.

Gabrielle clarified it a little bit more on the consulting and coaching thing. She said “It's a three to six month coaching program.”

At that point, if it was a three to six month coaching program, I would imagine it's costing at least a thousand bucks, because I sure as hell wouldn't do a three to six month coaching program with somebody that costs less than a thousand dollars. Then I would personally make them do a hundred dollar refundable deposit. I'd make them fill out a ten to 20 question questionnaire. Then they'd spend 15 minutes on the phone with me where we'd decide if we wanted to work together or not. That would be what I would do.

### Q&A 2: Other Formulas for Text Video Sales Letters?

Next question is, let's see, “Are there other formulas for text video sales pages that work well like the problem, agitate, solve flow does?”

The other one that works really well is what I call the great big promise. I don't know what anybody else calls it, but it's the great big promise. It comes down to if you want to blank, all right, this is something you really, really want, then it will help you do this, it will help you do this, and it will help you do that. Then you basically support it with proof and with just explaining how the product all leads back to getting that great big promise. Usually it's broken down with three big ideas.

The great big promise is I'll show you how to create a content marketing machine that you operate in less than 20 minutes a day. If you want to totally dominate your niche, if you want to get a ton of credibility and visibility in your niche, and if you want to generate a lot more sales without spending money on Pay-Per-Click, then the Custom Content Wizard is going to help you do exactly that plus a whole lot more.

Then I'd go into proof of the kind of money that people were making with content marketing, the kinds of stuff you need to do with content marketing. Then I would talk about how the product itself would help them with their content marketing, save them

time, and help them get better results, that kind of thing. Then I would slide into, hey, but let me tell you a little bit about me and the results I've gotten with content marketing. And then it would be here's the summary of what you're going to get. You're going to get software, you're going to get the training, and you're going to get all that stuff. Then I'm going to give you these things for acting now, so here's why you need to act right now. And here's one more reason for you to sign up. Instead of it costing you \$197, I'll give it to you today for just \$97. So go ahead.

And again, if you want to generate a ton of visibility, if you want to get a ton of credibility and you want to get a whole lot more sales and you want to save over 50 percent, go ahead and sign up today.

That's the formula in a nutshell. It's not keying in on somebody's problem, it's keying in on exactly what they want. And then use the three biggest subsets of that to help them see the light.

### Q&A 3: Camatasia's Auto-Upload Option

Next one was “Did you see the latest version of Camtasia and that they've added an auto-upload option to Vimeo?”

No, I haven't seen that but that sounds kind of cool. Vimeo, for those of you who don't know, is a video hosting service that a lot of businesses use. Vimeo basically makes it easy for you to be able to put copy and paste code onto your website just like YouTube. I guess two things when it comes to YouTube versus Vimeo is control, you've got more control. Then for some people there's the stigma of YouTube videos, which are people getting punched in the nuts with baseball bats or stuff like that.

The bad thing, though, is that there's a cost, of course. Vimeo costs money. If you upload a ton of video content it can get expensive. If you're doing what the majority of us would be doing, it's not going to cost you more than a couple hundred dollars a year. Then you don't ever have to worry about them shutting you down. Not that I would worry too much about YouTube shutting me down.

### Q&A 4: Writing on the Computer Screen During Webinars?

“What are you using to write on a computer screen during this webinar? Any tips on using this type of software?”

I'm actually writing using PowerPoint. PowerPoint has a built-in writing feature right here in the PowerPoint. Just like you've got buttons to move back and forth, they have a little writing tool, a little pen tool. For the last few years I've been using a Fujitsu Life Book. That, after three years of hard use, crapped out on me. Then I bought a Microsoft Surface Pro 3, which I really like, but it doesn't have the power to be able to do a webinar



and record it and do all the other stuff. It was lagging, it just wasn't working right.

I went out and bought a \$2000 Asus gaming computer. Then over the weekend I bought a new Wacom board. It's called Wacom, it's called an Intuose Pen and Touch Medium. The exact model is a CTH680. It's a board and a pen and it's got a little tip in it. And then it's got this writing surface here where I can write and then it shows up on the screen in my PowerPoint. It's got a couple buttons here; I have no idea what they do. It's got an eraser on the back, which is kind of cool, and it will erase stuff, which makes it nice. I'm not used to having that. I can come back here and keep writing, so that's kind of neat.

I bought it at BestBuy and it was \$150, the size one that I got here. And then I bought the optional wireless kit off of Amazon for \$40 so that I don't have to have it plugged into the computer in order to use it.

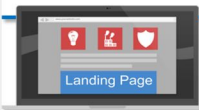
And my biggest tip for doing any type of thing like this is just to practice. I'm not any great shakes here with drawing and I would just tell you that what you would do is just practice. This is my first time really using this board in front of anybody and I'm getting used to it.

That was it. Is that it for the live questions? Nobody else got a question?

## Final Thoughts

### Final Thoughts

- You need to get really good at using landing pages
- They work no matter what market you’re in
- They force people to make a choice in a busy world
- They make your business measurable and predictable – which is critical online
- Test and measure everything



## LANDING PAGE SECRETS

Well that looks like it was it for that. I hope you guys enjoyed the webinar. I've got some final thoughts for you.

You need to get really good at using landing pages. This is just kind of the next generation of mini-sites. We're calling them landing pages, but pretty much they're mini-sites still. There's really no difference.

Landing pages work no matter what market you're in. I don't care. I mean I've seen them used for everything from \$5000 mobility scooters to high end financial newsletters and everything in between.

The key and the reason they work is that they force people to make a choice. They force people to make a decision. They force people actually to decide, even if deciding to go away and not come back, that's fine. You want to find the people who decide they want to be interested in what it is you have to offer.

They also make your business measurable and predictable, which is critical. You want to be in a situation where you know for every people that come to my website I'm going to get this many people to sign up, I'm going to make this much money. So now my whole job is just to go, based on my objectives, drive all the traffic that I can within the

parameters of what I can afford and what it's going to mean to my business.

The final, final thought is you've got to test and measure everything. I can't tell you how much money has been left on the table because people figured out either a sales letter, a tech sales letter, a video sales letter, an opt in page or whatever, that started getting results and then they never tested to see if there was a better way of doing something.

I can tell you from my own personal experience that once you have something that's working; the real money is made by testing and measuring. Getting your headline to convert just a half a percent more, getting your call to action to get you an extra one-tenth of a percent conversion. All these things that you can test, all of a sudden you go from a half a percent conversion to two percent conversion. Even though it's only a one and a half percent increase in conversion, that's like you're now making four times as much money as you were before.

If you're making \$100 at a half a percent conversion rate and you can get it up to two percent, you're making \$400 now with the exact same traffic, exact same expenditures.

Definitely testing and measuring is key.

I will tell you guys, those of you who are here live, we're going to be taking next week off. Then the following week we're going to have a new webinar set for you that you are going to get super, super excited about. It relates back in some ways to the last live question we had on here, which was how are you writing on your screen. I'm actually going to teach you guys how to make a killer PowerPoint, all the things that I have learned since I did my last training on how to create a PowerPoint, which was many years ago. I'm going to show you all the new stuff that PowerPoint can do. I'm going to show you just some things that are going to blow your mind.

Nirup says “I have your DVD.”

Well that DVD is going to be blown away now by what I'm going to show you that's all the updated stuff. And I'm going to be creating a brand new downloadable wizard that you guys as Net Reporter members are all going to have access to. I'm going to give you access to it. This wizard is actually going to make your PowerPoints for you, no matter what kind of PowerPoint you want to make. It's going to be really, really rocking and it's going to save you a ton of time.

The only thing that I'm going to require out of you is that you have to give me a testimonial for it once you see it and use it. Other than being a member, it's also going to be your price of admission.

I think you guys are really going to get excited about it because there are so many new things that PowerPoint will do. And having that wizard, I'll show you how to turn out a

## “Landing Page Secrets” Webinar Q&A

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really cool PowerPoint literally in way less than an hour.

I'm looking forward to that. You guys have a great holiday weekend. In the U.S. we've got Labor Day coming up this weekend. We celebrate work by taking the day off and getting drunk and barbequing. So there you go.

Have a great day, guys, and we will talk to you soon. Bye-bye, everybody.