

“Landing Page Secrets”

Webinar 1 Executive Summary

Landing Page Fundamentals & Mistakes

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

This is a comprehensive series and works well with the last one on ads.

This is the summary for Webinar #1 - Landing Page Fundamentals and Mistakes

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What is a Landing Page?

Next step in the conversation with a customer

- Click (an ad) link
- Landing page = where people go on your website
- Can also mean the specific offer to a specific audience
- It has a clearly defined purpose for that page
 - This is what mini-sites were all about years ago
- Designed to serve a single purpose for the page
 - Get an opt-in (subscribe)
 - Make a sale
 - Get a click (bridge to another offer)
 - Make a phone call

Continuing the Conversation

This is the key concept for ads and landing pages, and how they work together. It continues on with the conversation about what the person is interested in.

It should be consistent with what the specific audience wants, what they saw that got them to the page... consistent

- Look
- Feel
- Images
- Language

This is critical to increase conversion.

Main Parts of Landing Pages

- **Headline (grab attention)**
 - Top of page
 - First words in a video
 - Either way, it needs to grab their attention and confirm they are in the right spot
 - Needs to build curiosity and nurture interest
 - Build emotions (positive or negative)
 - The reason anyone converts (buy or take action) is their emotional need is stronger than the resistance to take action
 - People act based on emotion and then justify it with logic
 - Offer the "next step" or solution
 - Clear "Call to Action" - tell them what to do next in clear and obvious language
 - "Click Here Now" - one of the most effective calls to action online

Types of Landing Pages

1. Opt-In Landing Pages

- Usually a free offer with or without a video
 - Report
 - Webinar
 - Newsletter

Offering a report was Jim's #1 way to build his list from 1997 - 2006.

Since 2007 it has been doing well with webinars - signing up is a natural thing for a webinar! A deadline is connected to it, so it makes it much more effective to get them to act (has a deadline)

Examples:

- <http://7dayebook.com/free-report/>
- <http://7dayebook.com/free-report/report-side.html> - variation

The 2nd one out-performs the first one.

Lesson learned: On an opt-in page, **short text** is a better starting point, and then test adding more content rather than the other way around.

NOTE: You want to make the free offer congruent with what you ultimately want them to buy.

- <http://Thejimedwardsmethod.com/vsl-webinar/>

This page massively outperformed the GoToWebinar sign-up page!
Made it using Optimize Press - modeled from LeadPages

- <http://Customcontentwizards.com/million-dollar-speech-registration>
- <http://Jimedwardsmethod/azon-best-seller/>

HINT: Make sure your Call to Action is above the fold on your opt-in page

2. Text Sales Letter Landing Pages

They take two forms:

- Traditional long-form copy
- Advertorial sales copy

Everyone has seen the long-form sales copy.

Everything online seems to always circle back again (come into style)

Most marketers get bored long before their customers do.

Jim is seeing that advertorial content is coming back into use.

<http://www.digitalmarketer.com/hire-a-content-marketing-manager/>

It is really a long-form sales letter, but is being offered as though it is content (a teaching article) - they're really giving what-to information that offers a certification course.

3. Video Sales Letter Landing Pages

- Used to make sales...
 - Front end
 - Upsell
 - Down sell

You can do it with and without sales copy.

The entire sales letter can be nothing but a headline > Video > call to action - whole thing above the fold.

Can also have a long-form sales letter (text) underneath the video as well.

- The sales letter and video can be the exact same verbiage and do very well

Examples:

- <http://Jimedwardsmethod/custom-content-wizard/>

This one is an example of a combo page using video and text sales letter

- <http://7dayebook.com>

This has a video and a complete long-form sales letter (been using the text since 2001!)

- <http://Thejimedwardsmethod.com/daw-thanks-isvsoto/>

One-time offer after purchase

This one converts "OK" but any sales made on it are a bonus, since it's after a sale has already been made.

Spying on What's Working

You want to pay attention to what other people are doing, and model **what's working**.

Pay attention to Facebook ads - how to know if they're working or not

Pay attention to...

- # of Likes
- # of Shares
- # of Comments

HINT: Jim keeps a folder on his computer to capture ads he likes / catches his attention as a swipe file. You also should click through to see the landing page they're using as well.

You know their landing page is working as well, or they wouldn't keep running the ads.

There's no magic number for the likes, shares and comments, but it helps you to see what competitors are doing that's working.

"The Dirty Dozen" BIGGEST Mistakes

These are the biggest mistakes Jim sees people making with landing pages.

1. What were we talking about?

- Not continuing the conversation that got them there in the first place
- Using one idea to get people to click and trying to sell something else (disconnect)

FIX: Make sure you keep the flow of ad to landing page seamless (including look and feel)

2. Lack of clear purpose

- Trying to do more than one thing with your landing page
 - Example: trying to get sales and opt-ins on the same page

FIX: pick the one thing you want people to do and focus everything around that alone

3. Nobody looks on their phone

- Not taking mobile into account
 - 25% of all mobile users access the web every day!

FIX: make sure you use an adaptive theme in WordPress

- Make sure your videos play on mobile

4. This is the only thing that works!

- Assuming that your page has to be short, long or anything else without testing different versions

FIX: test multiple versions of your sales page to see what works best

- May need to use different length and styles of pages for different traffic sources

5. That headline is good enough

- Not testing headlines and other page elements

FIX: The only surefire way to know what works and what doesn't is to TEST!

- Rarely is the first headline the best headline
- You must test headlines over and over again

6. Forgetting about WIIFM

- No clear offer or value proposition or benefits explained on the page
- The average prospect cannot figure out what the offer is and how it helps them get more of what they want (that's your responsibility!)

FIX: make sure visitors understand what's in it for them extremely quickly (very obvious)

7. Images aren't that important

- Having no images / wrong images / distracting images for the message you're trying to convey
- The right image can really add to your sales message
- The wrong image / no image can really detract from your sales message
- Images are often as important as headlines on your sales page

FIX: Use images and TEST their effectiveness on sales and opt-ins

8. They'll figure it out

- No or unclear call to action
 - Not making it clear where to click or where to input their information
 - What's obvious to you may not be to someone who is busy, tired, distracted, or otherwise not giving their full attention to your landing page

FIX: make it extremely obvious what to do next on your landing pages

- Click Here
- Big orange button

9. Is it worth the potential hassles?

No clear, compelling exchange of value

- Is what you're asking them to do worth what they have to give up (money or info)
- Look at it from the visitor's point of view
 - Would YOU give up your info / money for it?

FIX: Make sure your risk / reward is slanted massively in THEIR favor, not yours

10. I don't want to annoy them

- Not making a second offer on confirmation pages (either free or paid)
- You are leaving money on the table if you don't make an offer for more

FIX: Make an offer on your confirmation page (free or paid - doesn't matter!)

11. They don't care or already know who I am

- Think you don't need to explain who you are and why they should listen to you
- People usually DO want to know your story! (helps them trust you)
- Test letting people know you and why they should listen to you
 - Can make a huge difference in conversion!

FIX: Test letting people know why YOU are qualified to provide the solution they need

12. They SHOULD know those words already

- Using language your prospects don't understand
- It's not their responsibility to figure it out
 - Industry specific terms
 - BIG words that only show how smart you are

FIX: Keep your language simple and make it easy to skim and still understand

Final Thoughts

- Your landing page is a continuation of the conversation started by your ad or email
- Keep your message very focused on the one action you want them to take
- Make that action very obvious
- Make your value proposition irresistible to the visitor

Assignment

- Take a look at your existing landing pages and see which mistakes you've made
- Decide on:
 - A new landing page and for what purpose
AND / OR
 - An existing landing page you want to modify and make better

Watch the Replay

<http://www.thenetreporter.com/webinars/landing-page-secrets/>