

“Landing Page Secrets”

Webinar 2 Executive Summary

Opt-In Landing Pages

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What is an Opt-In Landing Page?

Def: A page where people give you information about themselves, typically name and email, in exchange for something of value. It can also include other information you want to ask for (other identifier info, like for mortgage, real estate, car, etc.)

What is the Purpose?

To get someone on a list so you can sell them something NOW and/or later

They are typically used for....

- Newsletters

- Free Reports
- Webinars
- Free Trials
- Free Consultations
- Anything where you are asking for an email address (and possibly other info) in exchange for something of value

It comes down to whether you are offering enough value so that someone is willing to give you his / her info (overcome natural distrust)

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

Audience answer: Something that can be used immediately - the answer that stood out the most from the live audience.

What Makes a Good Opt-In Page?

This could be it's own webinar!

#1 thing is that it should arouse curiosity - it must pull people in and make them want to know more and take action.

It should make a SINGLE, BIG clear, specific, highly desired promise.

Based on audience answer - needs to be of immediate benefit

It should quickly communicate the "big idea" around the offer. Most landing pages take way too long to get to the point. Must give it to them really fast.

It has a high perceived payoff compared to the information you're asking for in return. This is KEY! (Has to seem like a good trade for them)

The payoff should be immediate benefit. No waiting.

It should be an instant "itch scratcher"

Great Opt-In Page Design

What makes them great?

It must have a prominent, benefit-driven headline

If you're using a video, the first thing they see and hear works like a headline too.

The first words out of your mouth should be your headline.

Proven Headline Templates:

- How to [PAYOFF]
- How to [PAYOFF] without [PAIN]
- How to [PAYOFF] without [OBSTACLE]

Examples:

- "How to Write and Publish Your Own Outrageously Profitable Ebook"
- "How to Overcome Anxiety in 4 Minutes No Matter What the Problem"

The more immediate and tangible the payoff, the more likely they are to give you the information you're asking for.

"How to Write and Publish Your Own Outrageously Profitable Ebook Without Actually Writing it Yourself"

Remove any perceived pain involved, and it makes it even more powerful.

- "How to Write and Publish Your Own Outrageously Profitable Ebook Without Taking Years to Do it"
- "How to Lose Weight Without Having to Go To The Gym"
- "How to Lose Weight Without Going on a Diet"
- "How to Lose Weight Without Starving Yourself"

NOTE: The headline can work as a hand-off from an ad to a landing page. Works great when coming up with the first round of your ad to see what works well.

The payoff needs to be immediately understandable - WIIFM ("what's in it for me")

It also needs to be immediately useful.

Bullets need to build value and curiosity!

This is where a lot of people drop the ball and fail. You only need 3-5 bullets before it starts to get too long.

Bullets build value AND curiosity at the same time. People want to know what you have to offer! Give it to them quickly.

On an opt-in page, you only need 3-5 bullets - use your best ones.

Your objective is to make people say, "That sounds awesome! What is it? How does that work? I gotta opt in to find out!"

HINT: Numbers work really well for raising curiosity.

Bullet Examples:

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

Makes people WANT to opt-in to satisfy their curiosity.

You also want to lower their perceived risk of opting in...

- Professional design with an up-to-date look and feel
- Effective "footer" - the info at the bottom of the site
 - Company name
 - Address / phone
 - Disclaimers

This adds credibility.

Google and Facebook also view you as more legitimate. Using a logo also helps. Site navigation helps. (these things are optional, especially if you're not doing paid ads)

Typical Types of Opt-in Pages

These are the main types of pages you'll see and use. (There are a few exceptions) These are the most commonly used.

First, a critical concept: "Above the fold"

Not just what you see first, but what you see first without scrolling when someone comes to your site.

Your main message AND call to action should be seen without the need to scroll the page.

The challenge is that screen sizes change now with mobile devices.

Jim's resource to help: <http://webpagesize.net>

This helps you see what your site looks like on various size screens and resolutions.

When designing your opt-in pages, you must make sure your call-to-action is above the fold. This is a reason why the lightbox pop-up opt-in pages are popular too.

Text Only Opt-in Page

This is the oldest type of opt-in page.

The anatomy of an opt-in page:

- Heading
- Bullets
- Opt-in box
- Button that says, "Yes!"

OR

- Headline
- Picture
- Opt-in box
- Bullets below
- Opt-in box again

Text-only is the fastest to create.

Jim showed examples of a few pages

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

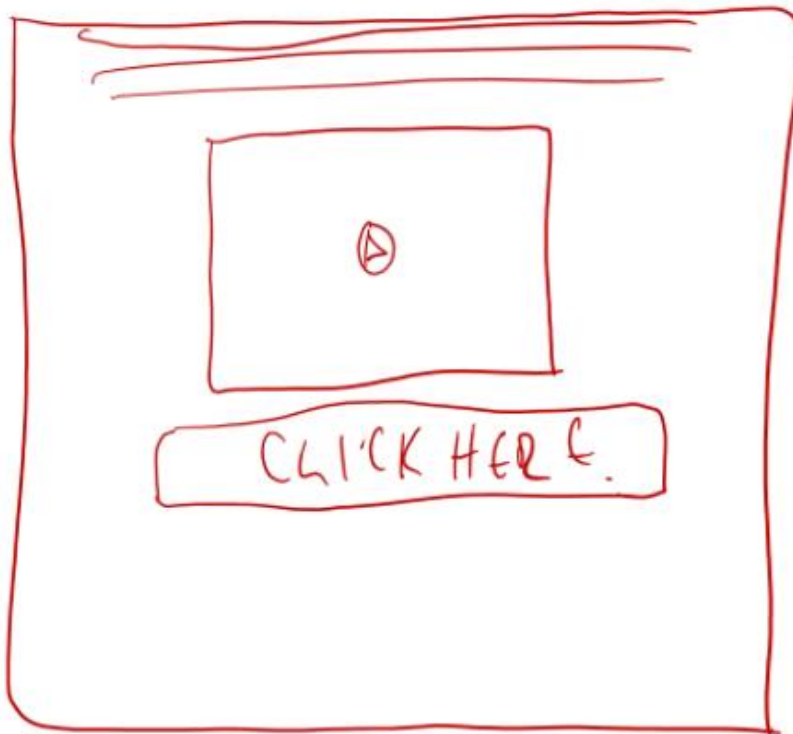
- First one doesn't have the CTA above the fold
- Second version does (this one out-performed the first one significantly)
- Third one doesn't convert as well as Jim wants (but it's the best he's had so far in testing for this campaign)

Video Opt-In Pages

Anatomy:

- Headline
- Video
- Button

You do need to think about where your traffic is coming from.



Often see these kind of opt-ins from ads in print. You will have a hard time running traffic to a page like this from Google. In time, you probably won't be able to use this kind from Facebook ads either.

Adding a header with a logo and/or navigation at the top and a footer at the bottom may help with their requirements.

You have to measure your opt-in rate with autoplay vs. non-autoplay videos. That's what matters most, opt-in rate and your ultimate conversion rate.

It really comes down to WHO your audience is.

Video should be less than a minute long, if at all possible.

Keep it simple...

- Attention: [YOUR SPECIFIC AUDIENCE]
- If you want [PAYOFF] without [BIG PAIN],
- Then you need [BRIBE] (what they get for opting in)
- Call to Action

Remember to keep it short, simple and to-the-point. The more wordy you get, the lower your conversion typically. Better to err on the side of short.

If you add any additional info, it can be a little bit about you and what your company is all about (credibility). But this should be very short.

Resource: [Instant Sales Video Scripts](#)

Example:

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

This is for an evergreen webinar

This was set up to be compatible with Google Adwords. It includes...

- Auto-play video
- Headline
- Opt-in box
- Bullets
- "About us" info

Most important info is above the fold as much as possible, but on this one, had certain constraints because of advertising this on Google. Had to make additional pages so that it would be accepted by Google as a "real site." Need to have a home page, about us page, an FAQ page, disclaimers at the bottom,

This page was created using Click Funnels (not OptimizePress)

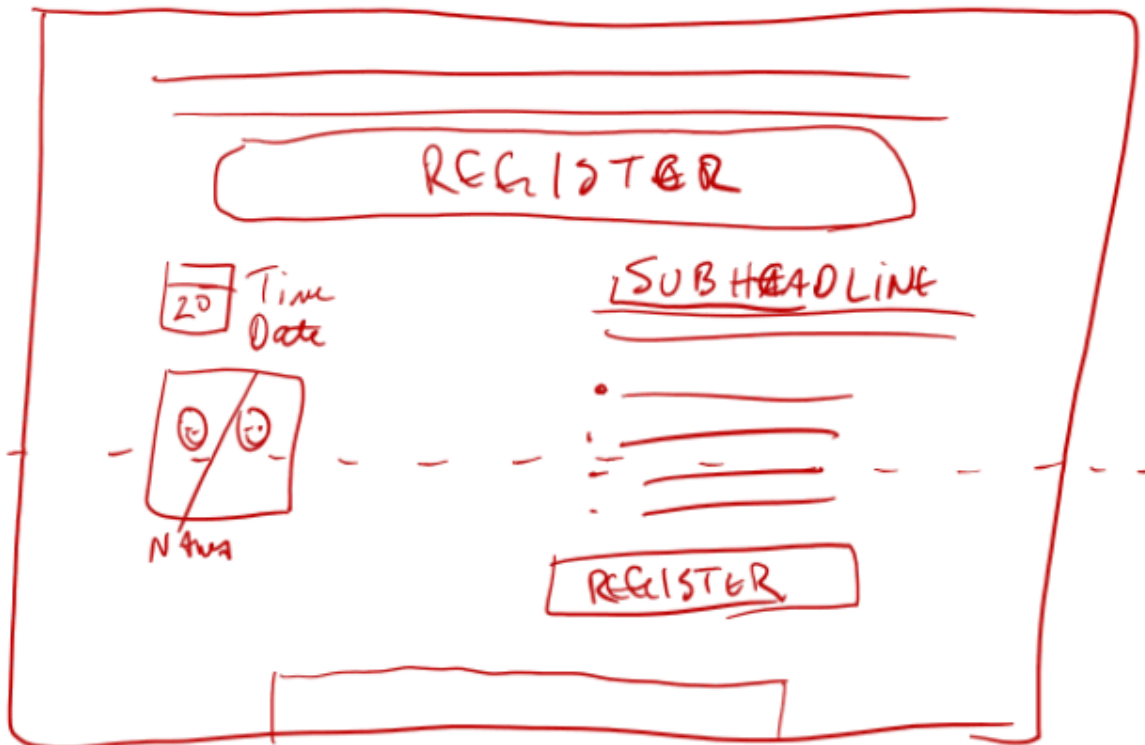
Webinar or "event" opt-in Page

The best thing about these is that they automatically have a reason to get people to sign up - a deadline!

People know that if they want to attend the webinar or get the replay, they need to sign up to get it. They know that you ultimately want to sell them something, but when it's an event the real deadline makes it easier for them to understand that they need to do it now.

Anatomy:

- Headline
- Registration button
- Calendar icon with the time and date of the event
- Picture of you and co-presenter(s)
- Names under pictures
- Subheadline
- Bullets
- Another registration button
- Final thought (below the fold) - serves the purpose of a PS / Last Chance
 - Example: "Our free events are better than what other people charge for! Go ahead and sign up now"

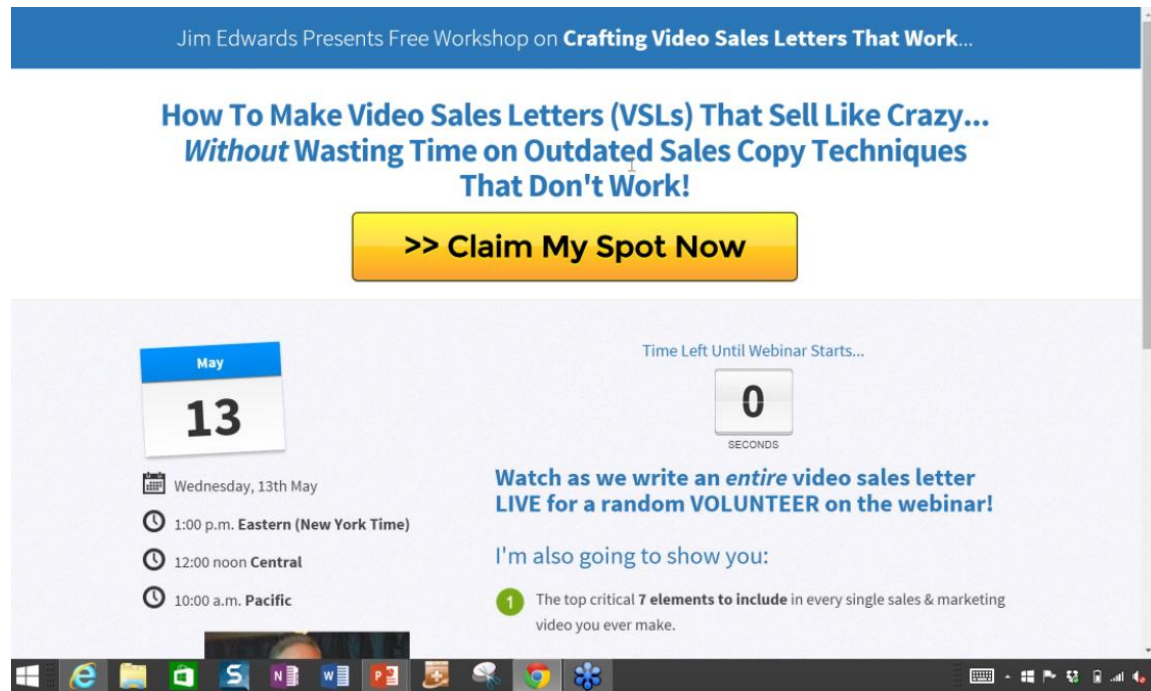


The headline has got to convey the big idea.

BONUS: A countdown timer above the subheadline text also helps a lot, especially as you get closer to the event.

Example:

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



Jim came up with this layout from combining elements from many others he's seen. It works well for his audience.

Elements to Increase Opt-in Rate

- Countdown timers
- Limited time
- Relevant images of...
 - What they get (the bribe) when they opt in (such as the report)
 - The payoff of the big idea / benefit (something that illustrates the benefit)
- A damn good "bribe" that give an immediate result / benefit

Assignment

Take a look at your existing opt-in pages to see where you might need to improve

- Pull factor of your headline. Does it grab attention?
- Curiosity factor. Do you arouse curiosity that makes people want to find out more and "pay for it" with their email and contact info?
- WIIFM - clear communication of the Promise / Payoff. Is it clear and compelling?
- Clear and simple call to action. Is it immediately obvious what your audience needs to do next?
- Does the opt-in page flow with the conversation started with the ad / email used to get them to the page in the first place?

Final thoughts

- Getting your audience to opt in for anything comes down to a few things:
 - A BIG perceived payoff in exchange for information
 - Quickly communicating WIIFM + CTA "above the fold"
 - Lower the perception of the risk with a professional presentation
 - Only ask for as much information as is necessary

Litmus Test: Would YOU sign up for what you're offering?

Webinar Replay

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